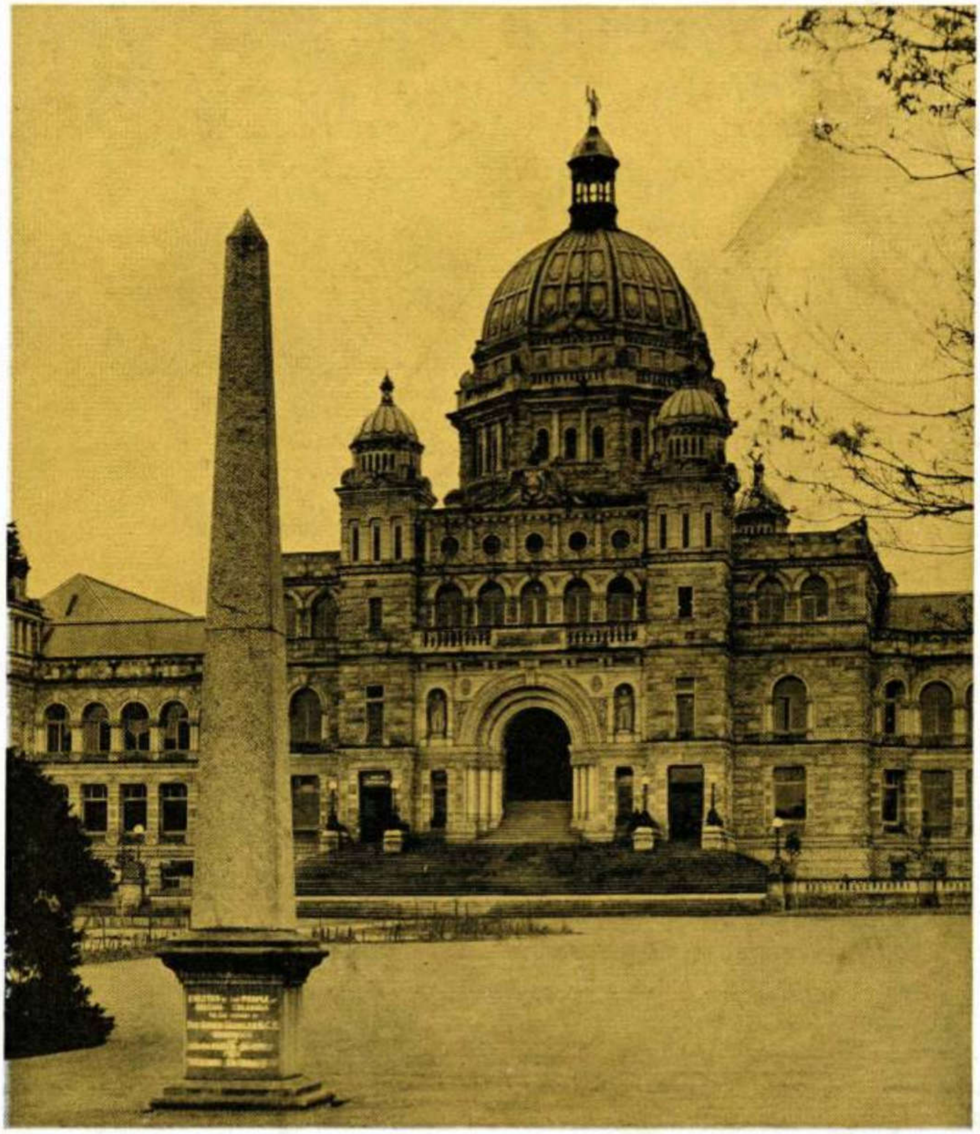
The Beaver

No. 1 OUTFIT 263 JUNE 1932



Hudson's Bay Company
INCORPORATED 2ND MAY 1670

Gentlemen Adventurers

By BEATRIX BRICE
Author of "The Vanguard, 1914"

Who made Britain? Gentlemen Adventurers,
Daring for the game's sake realms undreamed before:
Plank and sail to bear them, the empty seas around them,
And only danger signalling an undiscovered shore.

None backed their fortunes. They faced the risk "unrecognized,"
And if the Don fell foul of them, came duress, stake, and rack;
While failure might mean death at home, or glory its own guerdon
(With a kiss from Gloriana, perchance, if they came back).

Pioneers and seekers, all the wide world over,
Leading on and fighting on, and treading out the way,
Recking but the honour, and the heart-beat of adventure,
Caring naught for aftermath of glory, or of pay.

So an Empire followed them, growing in their footsteps,
Till the seas are subject to the heart that never dies.
Hail their sons, O pioneers! beating up the storm-wind;
Gentlemen Adventurers, challenging the skies!

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The H B C Packet

Our Governor, P. Ashley Cooper, Esq., has recently been appointed a director of the Bank of England, one of the highest posts of honour in British financial circles.

* * * * *

Only a few months ago, Sir George Ernest May, Bart., was appointed Deputy Governor of the Company, and it was hoped he would long be able to serve on our board, but the National Government of Great Britain requested him to accept the chairmanship of the Import Duties Advisory Committee and, in view of the very important national interest involved, he felt compelled to undertake this duty, which necessitated his resignation from our board.

It will be recalled that the Rt. Hon. Sir Edward Hilton Young had also to resign from our board last year when he became Minister of Health. The board, acting under powers conferred on them by the Charter, have elected Sir Evelyn Ashley Wallers, K.B.E., to fill the vacancy incurred by Sir Edward Young's resignation.

Archibald Knightley Graham, Esq., who has been a member of the London Committee since 1926, has also resigned.

* * * * *

Sir Alexander Robertson Murray, Kt., K.C.I.E., C.B.E., has been appointed Deputy Governor of the Company, succeeding Sir George Ernest May. On behalf of the officers and staff in Canada we extend to him a hearty welcome and hope we shall have the pleasure of seeing him in Canada in the near future.

Sir Alexander Robertson Murray is a Knight of Grace of the Order of St. John of Jerusalem. He is a director of Lloyd's Bank Limited, and of the Bank of London and South America Limited. For many years he has been closely associated with business affairs in India, occupying important positions on the various chambers of commerce, on legislative councils and on Indian national committees and commissions. He was governor of the Imperial Bank of India 1922-1927. His home is at Chalfont St. Peter, Buckinghamshire, England.

* * * * *

We also wish to extend a hearty welcome to Sir Evelyn Ashley Wallers, K.B.E., who was recently elected to our London Board. He is chairman of the Rand Mines Limited and of the Central Mining and Investment Corporation, and is interested in numerous other business enterprises in South Africa, and elsewhere. He was president of the Transvaal Chamber of Mines 1914 and 1916-1919. His home is at Highfield Park, Hemel Hempstead, Herts, England.

* * * * *

The annual report of the Governor and Committee to the proprietors, the Governor's speech at the annual General Court, and the balance sheet of the Company are dealt with in this issue. The material contained in these is of very great interest to all in the Company's service, and while space does not permit of the full text of the report and speech being reproduced, a limited supply of both have been sent to the heads of departments and the store managers, from whom copies may be obtained by members of the staff, so long as the supply lasts.

* * * * *

The London Committee now consists of George William Allan, Esq., K.C., Lieut.-Col. John Burgess Preston Karslake, Captain Victor Alexander Cazalet, M.C., M.P., Edward Robert Peacock, Esq., and Sir Evelyn Ashley Wallers, K.B.E., with the Governor, Patrick Ashley Cooper, Esq., and the Deputy Governor, Sir Alexander Robertson Murray, K.C.I.E., C.B.E.

In the report to the shareholders, the Governor stated that, in view of the necessity for economy, the board does not propose to increase its number beyond the existing seven.

* * * * *

On Sunday morning, 10th April, 1932, a large and distinguished congregation assembled at St. John's Cathedral, Winnipeg, to attend morning service and the dedicating of the window above the high altar to the memory of Robert Machray, archbishop of Rupert's Land and the first primate of all Canada. The window was dedicated by the present archbishop of Rupert's Land, Dr. I. O. Stringer, who, when bishop of the Yukon, was known for many years to our men in the North.

It was fitting that the sermon should be preached by Archbishop Matheson, who succeeded Archbishop Machray both in charge of the diocese of Rupert's Land and as primate of all Canada, and that the lesson should be read by John A. Machray, chancellor of the diocese of Rupert's Land and a nephew of the former primate, who first suggested and afterwards successfully promoted the project of the installation of the window.

The memorial window is a very beautiful one, the top half containing the arms of the nine dioceses which have sprung from the original diocese of Rupert's Land, with the coat-of-arms of the Hudson's Bay Company in the centre.

The Company was officially represented at the service by Mr. James A. Richardson, Mr. Chief Factor Ralph Parsons, Mr. C. E. Joslyn, and Mr. Richard Peirson, who occupied the old Hudson's Bay Company pew.

* * * * *

The passing of one more old landmark is evidenced in the demolition of the Company's store on Main Street, Winnipeg. Tender has recently been accepted for this work. When the Main Street store was opened in 1881, it was conceded to be the finest store in Canada west of Toronto, built ahead of the times and with the Company's optimistic outlook regarding the future of the west.

Ex-Commissioner James Thomson, who is still an active member of the Canadian Committee, was present at the laying of the foundation stone in 1880. The facing bricks used in its construction were imported from St. Louis and are said to have cost seventy-five cents each. The foundations consisted chiefly of stone taken from old Fort Garry. Mr. B. C. Tenway was the architect. Visitors came from far and near to see the store when completed.

Today, Winnipeg's business section has removed to Portage Avenue, the very hub of the city's business activity being at the corner of Portage and the Mall, where the Company's fine new store is situated.

The razing of the Main Street store symbolizes the short life in these days of what is considered a modern building, fitted in up-to-date fashion. In 1881, it was the latest word in departmental store construction in Western Canada; in 1932 (fifty years later) it has become obsolete and is being demolished as the easiest way out of heavy taxation where there is no income to offset it.

* * * * *

By the time this issue of *The Beaver* is distributed, all will be bustle and activity on the interior river and lake route between Waterways and the Arctic, Peace River, Lake Athabasca, Great Slave Lake, Liard River and Great Bear Lake. This season the S.S. *Northland Echo* will maintain the weekly service between Fort McMurray and Fort Fitzgerald. The S.S. *Distributor* will make her first run between Fort Smith and Aklavik on June 18. It is hoped to make two further trips in the season, July 16 and August 13. The *Canadusa* will leave Waterways for Fond du Lac on June 23 and August 25, while the *Liard River* will leave Fort Smith for Fort Rae on June 11 and June 25. The *Liard River* will also make one trip to Fort Nelson, B.C., on July 9.

Mining activities have greatly increased in the Great Bear lake region of late and passenger interest in our northern voyages becomes keener every year. The *Distributor* makes her first trip with a full complement.

* * * * *

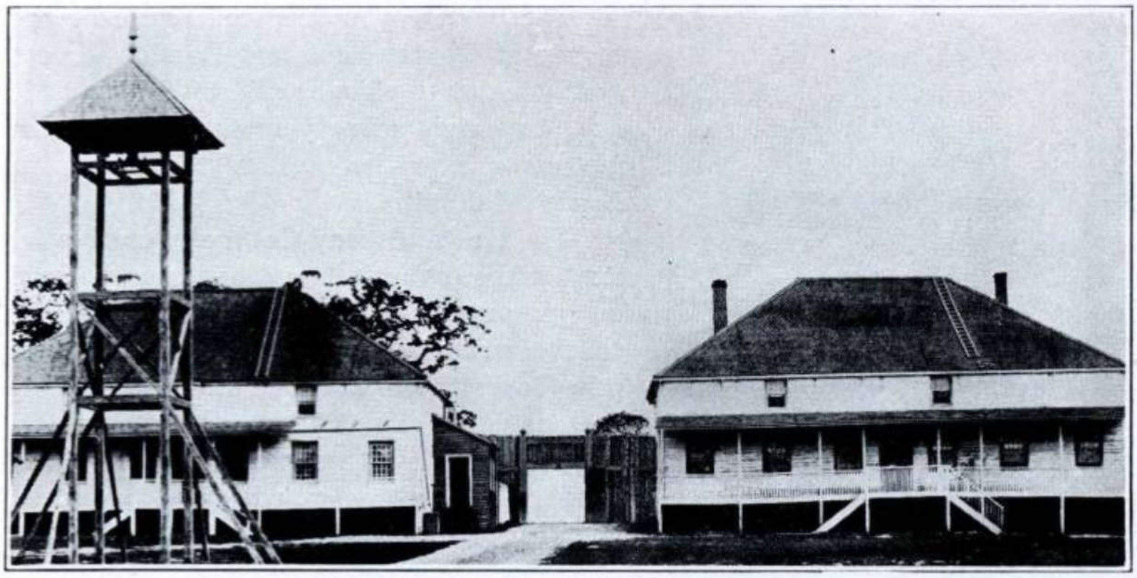
R. J. C. Handford has taken up his duties as general manager of Revillon Freres Trading Company Limited, whose head office is in Winnipeg. Mr. Handford was in the Company's service from 1908 to 1922, serving in the Labrador and Nelson River districts and the export department in Montreal. We extend to Mr. Handford a sincere welcome on his return to the fur trade, even though in the role of a competitor.

* * * * *

In this issue of our magazine, our Victoria store is featured, and some interesting material on certain phases of the early history of Victoria, when it was known as Fort Victoria, is contributed. In September issue we hope to feature the Company's activities at Edmonton. Winnipeg, Calgary, Victoria, Edmonton and Kamloops are all Western Canadian cities that had their origin in our fur trade posts.

* * * * *

When presenting the prizes recently to the winners in the various competitions held by the members of Hudson's Bay House Beaver Club, Mr. R. J. Gourley, a popular member of the Canadian Committee, made this very true comment, which is just as applicable to other phases of life as it is to sport: "There are always more losers than winners, and the losers, in spite of reverses, come on again and again cheerfully to continue playing the game; on the other hand, winners, flushed with success, need no further incentive to continue. Thus are the losers the real mainstay of sport."



Interior of Fort Victoria, Showing Main Entrance, Fort Street

Fort Victoria

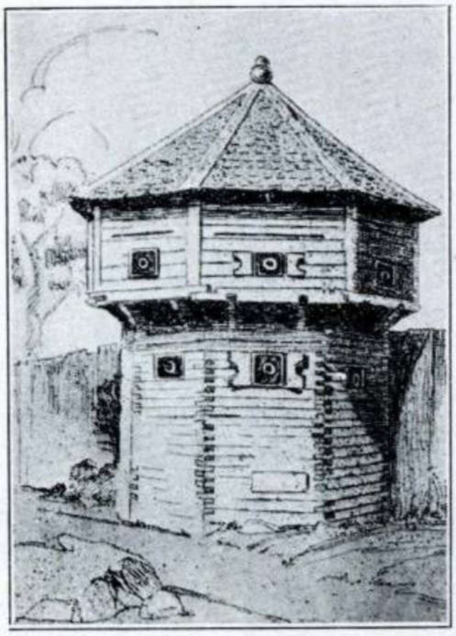
IT was eighty-nine years ago this spring that James Douglas (afterwards Sir James Douglas), with a party of fifteen men, landed from the famous Hudson's Bay Company steamship *Beaver* on the southerly end of Vancouver island and began the erection of a fort near an Indian village by the name of Camosun.

Douglas, keen trader that he was, induced the natives to cut and bring to him cedar pickets needed for the stockade. For this service he paid them one blanket for every forty pickets, each twenty-two feet long by thirty-six inches in circumference. The Indians gladly undertook this labour, and within three months the work was largely completed and Fort Victoria became an accomplished fact. It is interesting to record that most of the work on the construction of the fort was put together without a nail, wooden spikes being used.

The building of Fort Victoria by the Hudson's Bay Company secured the south end of Vancouver island for the British Empire. This was the time of the Oregon dispute, the government of the United States contending that the boundary should be drawn along the forty-ninth parallel. The Americans stood firm and won their case, but they had hoped also to run the line of 49 degrees across Vancouver island. In this they failed.

The old fort buildings, or rather the palisading which surrounded the fort, extended from the present corner of Bastion and Government streets along Bastion towards the shore and along Government street towards Broughton. The gateway of the fort was at about the point where the Canadian Pacific Railway offices now stand, and the present Fort street would have run almost directly into this gateway.

The name of "Bastion" street was given because the northeast bastion of the fort stood at what is now the corner of Government and Bastion streets. The bastion was a solid and substantial wooden structure, having a projecting upper storey with ports for cannon.



The passer-by might well pause at the corner of Government and Bastion streets and attempt to visualize Fort Victoria as it was, say eighty-five years ago. Here, in fact, is one of the most historic spots in British Columbia.

The Hudson's Bay Company cultivated land without the fort and operated various outlying farms. Among the trails leading to the farms, one went northward and is now Government street, and another, winding eastward, is now Fort street.

Just outside the northeast bastion, Chief Factor James Douglas, who was appointed governor of the island in 1851, had his official residence and offices.

Fort Victoria very rapidly became a centre of trade and a place of considerable importance. The population increased and inevitable changes took place. The old fort was gradually dismantled and little by little the palisades and buildings were removed.

As a link with the past there is still standing in a good state of preservation the old building on Wharf street erected in the year 1859. For many years this was the headquarters of Hudson's Bay Company in Victoria, and it is still used by the Company as a warehouse. It is an interesting fact that the slates used in the roof construction are just as good today as they were over seventy years ago.

It was this building on Wharf street that was used for both wholesale and retail trade during the various rushes to the gold fields beginning with the Cariboo in 1856 to 1865, followed by others from 1869 to 1872, and then by Klondike from 1897 to 1900.

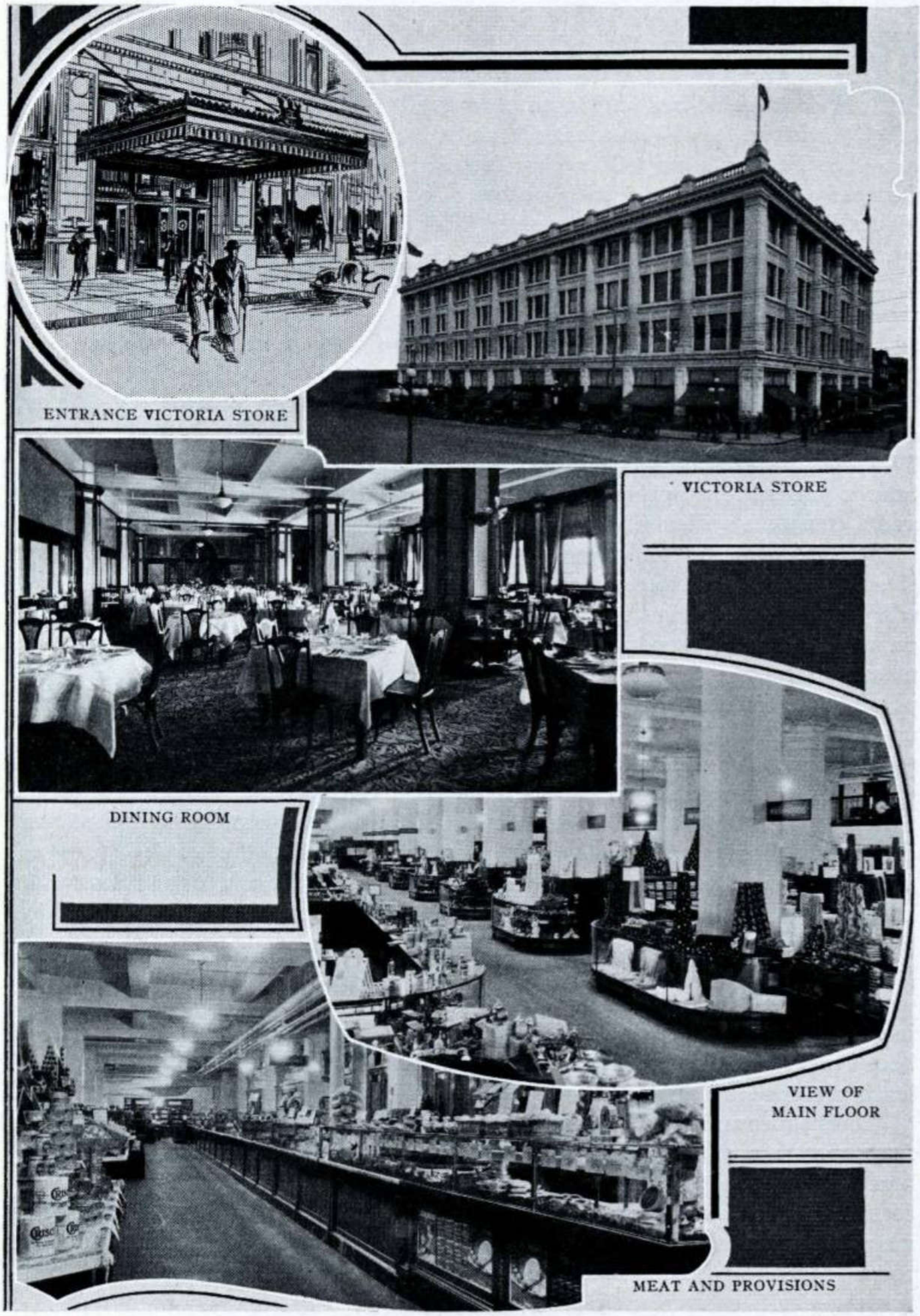
In 1910 the relatively limited business of outfitting for the gold fields was developed into a department store, but the present handsome structure on Douglas street was not erected until 1914.

Although scarcely more than a lifetime has passed since James Douglas landed on the shores of Vancouver island, the old fort buildings and the old order of things have given way to what is now known as one of the most beautiful cities on the continent. Truly, the judgment of Chief Factor James Douglas in choosing the site of Fort Victoria has been abundantly justified by the subsequent development of the city, now the capital of British Columbia.

* * *

I am the foundation of all business; I am the source of all prosperity; I am the parent of genius; I am the salt that gives life its savour. I have laid the foundation of every fortune; I can do more to advance youth than his own parents, be they ever so wealthy; I must be loved before I can bestow my greatest blessings and achieve my greatest ends. I AM WORK!

H B C Victoria Store



ENTRANCE VICTORIA STORE

VICTORIA STORE

DINING ROOM

VIEW OF MAIN FLOOR

MEAT AND PROVISIONS

Through Victoria's Premier Store

"LET'S take a run through the Hudson's Bay store." That's what every visitor suggests to his or her resident friend, and that is what the resident friend has had in mind as one of the pleasant places to which to take the visitor, for of Victoria it can be truly said—as of Winnipeg and Edmonton—the Hudson's Bay Company founded this city and the Hudson's Bay Company is still here and with a store of outstanding interest to visit.

An auto or street-car ride, or a stroll, down Douglas Street, Victoria's principal thoroughfare, just one block from the City Hall (which is shown on the tourist's maps as the centre of the city) and the store is reached. It cannot be mistaken. It is of pleasing architectural design—solid as the Company itself—240 feet long by 120 feet wide and comprising five floors and a mezzanine floor 220 feet by 22 feet.

Construction on this store was begun in 1912, but its completion was delayed owing to the World War, and it was not opened to the public until September, 1921. It is built of ferro-concrete and steel, and is fire proof throughout. Special precautions against fire are installed, including fire doors, fire escapes and a complete system of automatic sprinklers.

It is deeply interesting, especially to Victoria's older residents, to compare the old general store idea with the new conditions under which the Company is carrying on business in Victoria; to compare the old fort buildings, which stood on what are now Government and Bastion Streets, with this beautiful and massive structure in the city's new shopping district. Everything that can possibly contribute to comfort and convenience of patrons is provided in this up-to-date store.

Perhaps one of its most arresting features is what is popularly known as the Quality Food Market on the lower main floor, the whole of which, occupying a total space of 20,000 square feet, is devoted exclusively to the selling of food products. Here are to be found the model groceteria, the service groceries, fresh meats and poultry, provisions, delicatessen, fruits and vegetables, cakes and pastries, candies. Here, also, are situated the special demonstration booths, and the Coffee Shoppe, where appetizing meals and soda-fountain delicacies are served at all hours of the day.

More than twenty different departments are to be found on the main floor, including men's and boys' clothing and furnishings, shoes, hosiery, gloves, books and stationery, neckwear, notions, fabrics, silverware, drugs, tobaccos and leather goods—all arranged with the one thought of customers' convenience.

On the mezzanine floor, which stretches the full length of one side of the main floor, are the post office, library, optical department, information bureau, pattern section, beauty parlours, and the personal shopping service, where orders received by mail are dealt with by a specially trained staff of shoppers. The mezzanine floor is also a favourite rendezvous of hundreds of customers who like to wait for their friends or to view the activities of the main floor from comfortable chairs conveniently placed.

As the passenger elevator rises to the second floor, the smartly uniformed lady operator calls "Women's ready-to-wear, furs, millinery, lingerie and children's outfitting." A stop-off and a walk through the departments disclose also nicely set out rest rooms, dressing rooms and the store hospital—a store where the welfare of the staff is of primary importance.

Again the elevator is boarded for the third floor and patrons are informed in unmistakable English that here are to be found home furnishings, including household hardware, crockery, rugs, draperies, refrigerators, ranges, pianos and radios; also the fur work rooms and cold-air fur storage vaults. The man in charge of this modern fur storage plant makes known that it is the only one of its kind in Victoria.

Lunch hour draws near. What better, then, than a trip to the fourth floor, where the furniture department has its splendid display, where, too, the general offices are situated and, lastly, but by no means of least interest, the Company's Victorian restaurant, a place of beauty, richly carpeted and luxuriously appointed, where delightful, dainty and wholesome food is served by pleasant people from a kitchen which is the latest word in modernity and almost futuristic in its simplicity and scrupulous cleanliness.

This Hudson's Bay Company store is aptly named "Victoria's Premier Store"—first in the field, first in importance, first in quality, first in values.

Quality

THROUGHOUT its entire history, the Hudson's Bay Company has been noted for the superior quality of its merchandise. The Company's directors have always insisted on this high standard being adhered to; the Company's buyers have recognized this mandate and have governed their buying accordingly; the general public have learned from experience that the Hudson's Bay Company advertisements are to be trusted, that the Company's merchandise can be wholly depended upon. The Company's name symbolizes "The best in quality for the money paid."

The Hudson's Bay Company has done business in Canada for two hundred and sixty-two years, always trusting confidently in the good taste, the wise discrimination, the sound judgment of the buying public. They have built up their vast business on the confidence of their customers.

In these years, in a market of falling prices, the Company has made it a policy to meet the changing needs of the moment, and to meet all fair competition, but, as always, has stood solidly against the lowering of the high standard of quality of its merchandise.

Today, it offers to its customers high grade merchandise at prices to satisfy the most modest purse. The Hudson's Bay Company stands behind its merchandise, and refuses to sell inferior or trashy goods; it guarantees sterling worth and money value in everything it offers for sale to the buying public. No matter how small or how great the cost, the Company guarantees true value in all its merchandise. Our selling staff can do much to bring home to all our customers this very important feature in our selling policy.

The Place for Adventure

By CALLISTHENES

THERE are those who would look for the place of adventure in the less familiar pages of the atlas. They will pore over the sparse entries on the Arctic and the Antarctic, the Sahara and the Himalayas, the Amazon and the Congo, and dream of the daring days that still await the pioneer there. They think of courage in terms of the snow-line among the high clouds, of jungle density near the equator.

But this is all an illusion. The place of adventure is not a spot on the map, but the spot where the man of adventurous spirit happens to find himself. The "Street of Adventure" is not only Fleet Street—but every street.

The youth who leaves his prairie farm and visits London may feel more of the romance of adventure in Cornhill, Whitehall or Oxford Street than ever he did among his cattle on the lonely acres. A man can go round the Horn in a wind-jammer and think of nothing but his wages and his meals; another will row upon the Serpentine and from every stroke of his oars get a thrill of romantic enterprise. A man sitting in a London club can make a move at chess which will set his nerves tingling and his heart palpitating; another may cross the Alps and find it dull.

There is more room now for the spirit of adventure in business than in any activity in the world. As much courage is needed to do new things in a new way as to go to new places—and there aren't many new places left to go to. The man who has it in his heart to be a pioneer may find more scope for his talents and desires in the office than in the wilds. And the effort that evolved the organization of, for instance, branch banking, is very similar to, and certainly just as exciting as, the efforts of explorers of centuries ago. The development in the last twenty years of the modern department store is pioneering just as truly as the mapping of Central Siberia.

We hope we have many men—and women, too—of the adventurous, pioneering, discovering spirit in this House. At least, we welcome and encourage them. This Company was conceived and born in the spirit of courageous enterprise. We are resolved that it shall be carried on in that spirit as long as it exists. We hope we attract men and women of this spirit and we shall always seek to put them in position of administration and leadership.

For the spirit of adventure has been necessary not only to win the best of the world's surface and of business, it is also necessary to win the best out of life.—*The Times Weekly Edition, London, England.*

* * *

The ideal life is in our blood and never will be still. Sad will be the day for any man when he becomes contented with the thoughts he is thinking and the deeds he is doing—where there is not forever beating at the doors of his soul some great desire to do something larger, which he knows that he was meant and made to do.—*Phillips Brooks.*

A Fur Trader's Bride

By CHIEF FACTOR ROBERT CAMPBELL

(In his diary, Chief Factor Robert Campbell of the Hudson's Bay Company gives an interesting account of the journey of his young bride and her companion from Perthshire, Scotland, to Fort Chipewyan in the year 1859.)

AS usual, in the spring of '59, as soon as navigation opened, we started down with the brigade with our district's winter returns, and on our route met the Mackenzie river brigade, from whom we got our mail, letters from Europe and the east. Among them were despatches from Sir George Simpson, then (early in June) holding Council at Norway House, in which he mentions that two young ladies were on their way to meet me and that I might possibly meet them at Norway House on my arrival there. I may digress from the fur trade to say that for several years I had pressed for leave of absence to go home to Scotland to fetch back with me a wife to cheer my long dreary winters in the north, as I had prearranged with the object of my choice when home in 1854; but the Governor was against my leaving my important post even for a few months, but kindly offered his services to do all he could to meet my wishes and see the lady safely on the way under proper care to join me in the north. And this was my first news of the fact that Miss Elleonora C. Stirling, from Comrie, Perthshire, accompanied by her sister, Miss Christina, was already on her way to meet me. They had sailed from Liverpool in April, 1859, and duly reached Montreal, where they saw Sir George Simpson and my friend Mr. Chief Factor Hector McKenzie, who made the necessary arrangements for their journey west by rail, steamers and stage coaches to St. Paul, Minnesota, the then terminus of any road going west. Arrived safely at St. Paul, where they had to wait a month or more till Messrs. Burbank & Company, according to agreement with Sir George Simpson, had a road made and stage running to Abercrombie at the headwaters of the Red river, from which point he had a steamer running to Fort Garry to freight goods and passengers for the Hudson's Bay Company especially. Sir George Simpson, accompanied by Dr. Rae, the Arctic explorer, and Lord Southest, passed them at St. Paul, going on to Abercrombie on horseback to be on hand at Norway House for the Council.

At St. Paul, as in fact all along their route, the young Scotch ladies met with unbounded kindness, especially from the Scotch settlers. At length the stages were ready to start, and the Misses Stirling took passage with them. They were fortunate in having very nice travelling companions, among them Sir Frances Sykes, Mr. H. Sheffield and Mr. Peters, who were on their way for buffalo hunting on the plains. In the party also was that genial gentleman, Consul Taylor, on his first trip north. All the passengers vied with each other in showing all kindness possible to the young ladies, making the journey for them as pleasant as it could possibly be. Fort Abercrombie, where Sir George and party again met them, was reached at last, but no steamer was on hand to take them down to Fort Garry. A flat boat was built and they all embarked on it to drift down the river, as they had no crew. At night they put ashore and camped, and were much troubled by mosquitoes. They reached Fort Garry late in July, and from there the young ladies came in an open inland boat across Lake Winnipeg to Norway House, where I was anxiously awaiting them, and which they reached on the 4th of August, '59, to my very great joy. I had sent on the brigades with the outfits three weeks before, and was now anxious to catch up to them, so no time was lost.

On the morning of the 5th August, Elleonora C. Stirling and I were married by the Rev. Mr. Brooking at Norway House, and soon after we started after the brigade in a light canoe with a picked crew of voyageurs, mostly Iroquois Indians. We pushed on from daylight till dark, and once we were tempted to paddle on during the night on Lake Winnipeg, when about midnight a black cloud obscured everything and the wind rose and blew first in one direction then in another. The rain poured down and the thunder and lightning were awful. We paddled on, not knowing where we were going, till we reached the beach, where we stayed till daylight, when we found that we had gone a long way in the right direction. Our next nocturnal adventure was on Buffalo Lake, which was about twenty miles long, and was well known to the voyageurs to be a hard lake to paddle over owing to frequent shifting winds. As the wind was on our side, we thought we had better push on in case of the wind changing and blowing against us. So we rowed all night along the lee shore and reached Ladoche river just before dawn. There we rested, and then on up to Portage la Loche, and so on to Fort Chipewyan, where we found all well and that the brigade had only arrived a week ahead of us. Thus ended the long adventurous journey of over six thousand miles of two brave young Scottish ladies, a journey which I believe is without a parallel in this country.

Some U.S.A. scientists who made a journey from St. Paul into the Red River district in 1859, in recording their experience in *Harper's New Monthly Magazine* away back in 1860, confirm some of this lady's adventures, for they encountered her travelling northward.

"Coming out on the beautiful prairie which is the site of Alexandria, we were surprised to see the wagons and tents of Messrs. Burbank and Blakely's first two stage loads, showing that their road-makers were not far enough ahead for them to follow on. Is it possible that I have forgotten to tell the romance of that stage load? Two Scotch girls, sisters, journeying, without any protector save their good looks and good sense, from Scotland to Lake Athabasca, where one of them was to redeem her plighted faith and marry a Hudson's Bay Company's officer. Ocean voyage alone, two or three thousand miles' travel through a strange country to St. Paul alone, then this journey by stage to Fort Abercrombie, camping out and cooking their own food, and voyaging down Red river in a batteau, near a thousand miles more, and fired at by Red Lake Indians on the way, then journeying with a Company's brigade to Athabasca, going north all the while and winter coming on too, and the mercury travelling down to the bulb; but her courage sinking never a bit. Hold her fast when you get her, Athabascan! She is a heroine, and should be the mother of heroes."

Store Promotions That Went Over

NO. 1—"OPEN HOUSE" AT SASKATOON

SASKATOON citizens turned out in their thousands on the evening of March 22 to attend "Open House" at the Hudson's Bay Company store. Long before the doors were opened at eight o'clock, crowds collected in the street, and by 8.30 the store had become so crowded that it was necessary to refuse further admission. Between five and six thousand people inspected the store during the course of the evening.

Each floor and each department vied with the others in the popularity of its attractions, but honours went to the dress goods and handkerchief departments. A dainty crinoline maid was throned, her quaint gown fashioned from 2,000 handkerchiefs. A gay French boulevard cafe, hung with rich silks, was the attractive setting for the display of dress materials arranged by the piece goods department. While the visitors sipped tea at daintily arranged tea-tables, models paraded the long runway, wearing gowns cleverly draped from yards of printed crepe, prestige prints and Deauville stripes. Prizes were presented to both these departments for the attractiveness of their displays.

On the first floor, a display of hosiery and shoes by living models was of special interest. Ballots were given out to the spectators on which they could mark their guess as to the weight of the lady models. A pair of shoes and stockings were awarded to the winner of this contest. Other guests gathered at the tobacco counter, where free samples of Hudson's Bay Company tobacco were given away. In the men's clothing department, a special representative of the Leishman Company displayed suits.

In the basement, throngs of people gathered to see the motion pictures of the salmon industry, and to sample cups of delightful Hudson's Bay Company tea. A fine cake was drawn for in the pure foods department.

The fashion parade was the special attraction on the second floor. In this, the latest New York creations were shown. Acrobatic dancing by the Kong sisters, and tap dancing by Kathleen Nicholas and Louise Williams, pupils of Miss Cameron, added pleasing variety. In the millinery department, a straw hood was shaped and fitted while the visitors watched. The number of the winning ticket in the draw for this hat was 462.

The dining room on the fourth floor proved a popular rendezvous during the evening. More than eight hundred visitors were served with tea or coffee, and a thousand tickets were distributed to others who were privileged to use them during the tea hour any afternoon that week. In addition to having a cup of tea, there was free cup and palm reading by Madame Ouija.

A recital was given on the new Baldwin pianos by the Misses Emma Porteous, Evelyn Ketchison and Eugene Washington, of the Lyell Gustin studios. Four hundred free samples of face powder were distributed to visitors at the beauty parlour, where a demonstration of the correct use of cosmetics was given. Demonstrations of electrical equipment by factory experts also created interest among the many visitors.

"Open House" was held also at the Winnipeg store on Saturday evening, April 25, when some 40,000 of Winnipeg's citizens were taken behind the scenes to "see the wheels go round." They were entertained by the management and staff in a great variety of ways, as each department vied with the others in their endeavours to please and interest their visitors. Art exhibits, radio entertainments, power plant demonstrations, fashion and pyjama parades, orchestral concerts and refreshments all contributed their part to a highly educational and very successful undertaking.

* * * * *

NO. 2—ANNIVERSARY SALE CONTEST

By R. S. CAREY
Winnipeg Store

DURING the anniversary sale, employees of the Winnipeg store distributed to their relatives, friends, neighbours and acquaintances, 75,000 cards inviting them to come in and make purchases in the store during the anniversary sale. The plan was presented to the staff as a "Customer Increase Contest," and it certainly secured their whole-hearted support. Prizes amounting in all to $200.00 were given to the employees declared winners of the contest.

The invitation cards bore the department and clock number of the employee who handed them out. The customers were asked to bring a card into the store and hand it to the sales person who served her. The sales person wrote on the card the name and address of the customer, the amount, and the type of the sale, and the date. The card was then placed in a box in the cash desk in the department and at the end of the day all cards were collected and taken to the audit department for checking. Only one card per customer was counted each day. One of the rules of the contest was that no employee was to give out invitation cards over the counter, or in the store; they were to be distributed in their spare time after the store closed. Only customers who actually came into the store to make purchases could deposit cards.

Tremendous interest was evinced throughout each day of the sale, and a total of 75,000 cards were distributed by our employees. Thousands of these cards were returned by customers who also shared the enthusiasm of the staff. Interest was maintained at fever heat by frequent bulletins announcing the progress of the contest, and by notices posted on the notice board to show the comparative standing of the leaders in the contest. It was found that the employees distributed the cards at meetings of societies and clubs of which they were members, at social gatherings to which they had been invited. Every possible opportunity was taken to interest the public of Winnipeg in the progress of the anniversary sale.

The first prize of $50.00 went to Mrs. L. Fulton, of the jewellery department, 323 of whose invitation cards were returned, and the total amount of the sales recorded on these cards was $540.10. The second prize went to Miss Rickert, of the traffic department, who had 269 cards returned and total sales shown as $371.17. The third prize went to Miss V. Wylie, of the telephones, who had 253 cards returned with sales of $249.95. In all, forty-one prizes were awarded.

The drivers, who had a better opportunity of handing out cards, had a separate contest, and the first prize for the drivers, $10.00, went to Mr. F. Upjohn with 103 cards returned and sales amounting to $196.05.

The contest interested several thousands of the employees' friends, neighbours and relatives in the merchandise values offered by the store and brought them into the store, and it created a feeling throughout the city that the employees of the Company were doing everything possible to bring business to the store.

* * *

Opportunity

By A. J. WATSON
Manager Hudson's Bay Company, Victoria

OPPORTUNITY knocks at every man's door at least once in a lifetime, but so many allow it to pass them by—not necessarily through indifference but just because they are unprepared—living for the present, with no real plans for the future.

A. J. Watson

No matter how humble the job, there is always the better position ahead. But it must be remembered that the ladder to success is a long one. This ladder may be climbed just as high as one would wish, but each rung is gained by hard work and study, and loyalty to one's employer and fellow employee, bringing to one's present job all the energy and ability one is capable of, at the same time studying the job ahead so as to be prepared to step into the next position when it is offered.

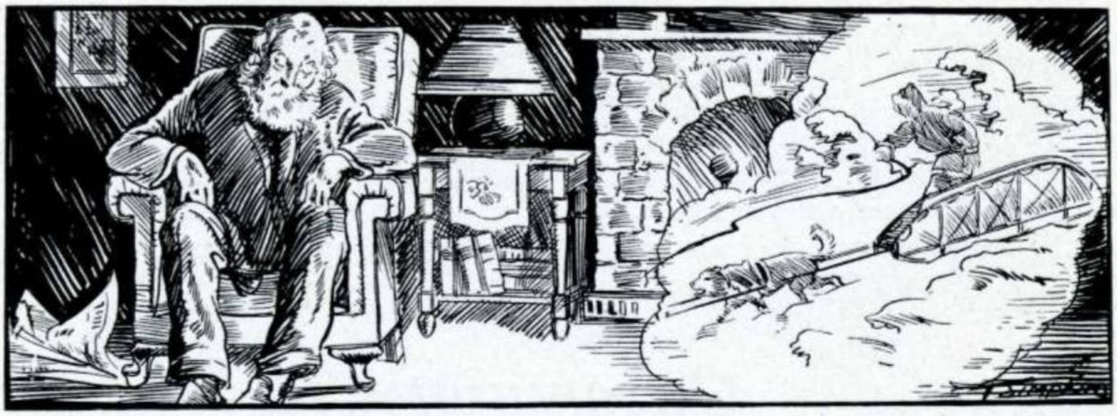
One opportunity will lead to others, but each step must be worked for and patience developed while working. There will be times when one becomes discouraged and progress is considered too slow, but there is no royal road or short cut to success, and it is usually a lifetime job with plenty of hard work.

To the younger people in the service of the Hudson's Bay Company I would say, if you are serious in your intentions to follow a commercial career, you have the greatest opportunity of reaching any position you wish. There is a particularly wide field of endeavour in the service of our great Company.

The Governor and Committee have pledged themselves to the policy of promotion within the service, and it is up to each and every employee so to regard his or her immediate job and possibility of promotion that it will be unnecessary for the Company to search outside of our own ranks for men and women to fill the positions that are available from time to time.

* * *

The darkest hour in any man's life is when he sits down to plan how to get money without earning it.—*Horace Greeley.*



Drawing by T. Simpkins, Hudson's Bay Company, Winnipeg

Memory

By J. L. CHARLTON

Superior-Huron District, Hudson's Bay Company

Ensconced in cushions, the day on wane,
Sunk in the old chair once again,
Heavy in comfort, and full of content,
Drowsing, and proud of a life well spent;
Deep in plush; his tassled gown
Parted over the side, hangs down.
The fire before in crimson glow
Warms the old blood in its flow:
Warms his thoughts, as he sits in state,
On the days of youth, when life was great—
The days he spent in a magic land,
A wondrous country no man had spanned;
A wilderness broken by Indian 'lone,
Of vastness only to Company known.
The old man stirred, the hand grasped tight;
The Company had been both strong and right.
The morning start, when Sol shone forth,
The bitter cold with the wind from North.
The loaded sled, lashed firmly there,
The dogs all harnessed, eager and spare,
Awaiting the word, to race and ride,
From his Indian servant, friend and guide.
Cunning in travel and ways of trail,
Trusty and swift, with the speed of the mail.
A "haw!" and a "gee!" a lurch, and away;
(They too were strong at the start of day.)
The snow churns up, by runners cleft,
All sparkling diamonds to right and left.
In fairy splendour, all clad in snow,
Trees loom and vanish, as on they go.
The sun hangs hours across the sky,
The long day wears, and dusk draws nigh.
The velvet curtain of night drops down,
And shadows creep 'mid the white and brown.
The trail a mystic winding takes,
The wind, with wandering sigh, awakes.
Above, "the Lights" in phantom play,
Flash and quiver, and dart away.
Deadfall, unending lake, and winding creek,
With dogs and men played-out as camp they seek.
A blazing fire! and young blood flows once more,
As supper ends and daily toil is o'er.
The dogs seek shelter in some snowy keep,
The men, trail weary, soon are fast asleep.
The old man smiles, he gives a broken sigh,
His hand drops limp—Is this how factors die?
His servant seeks to rouse him, hand on shoulder,
The fire sinks—the room is growing colder.
A hovering spirit views another morn,
"My Indian friend, let's go at early dawn,
"A trip to Magic land, with pleasure laid,
"A toilless journey, mortal never made:
"The sun that upward comes will never set."

. . . .

That brave old factor's son is living yet.
The trails his father broke by him are trod;
He harvests where before was unturned sod.
The factor's name to but a few is known;
We reap the grain from seed such men have sown.

Jottings From a Book Shop

By JOHN HYSLOP

Hudson's Bay Company, Vancouver

"IN times of stress, trouble and sorrow, illness, or loneliness" said Mrs. Lucas in the last issue of *The Beaver*, "reading is a great comfort, a wonderful healer of the mind." There is a great thought. In times of stress—reading—a wonderful healer of the mind. That might well be a text for a sermon or a slogan for the bookseller.

In these times of stress, the book counters are becoming more and more filled with books that endeavour to show us the way out. Books on the gold standard or what to use for money; the five-year plan; the "Red Menace," "The Road to Recovery," "Oh Yeah," and "Yoo Hoo, Prosperity"—the grave and the gay. Take your choice, and when you have read them all, what have you? Another voice in the wilderness perhaps telling that prosperity is on the way, in fact, is just around the corner; but, as Eddie Cantor says, "We didn't quite catch the name of the street."

"The depression is psychological," say some. "We need a mental readjustment. To whom shall we go?" To the bookseller. In times of stress—reading—a wonderful healer of the mind. And if we were asked to recommend a book—not for experts, deep in the financial problems facing the world, not for the politician struggling to salve unemployment, but for the ordinary man in the street tackling the extra burdens the depression has laid upon him—we would unhesitatingly say, read "A Fortune to Share," by Vash Young.

Here is a cure for our economic ills. "There has never been a time in our industrial history when right thinking was so badly needed," says Ernest Elmo Calkins in a foreword to this book. Here is the story of a man now forty-one years of age, whose childhood was spent in poverty, his youth in bad training, his early manhood in drifting. He passed thirty and was still bound nowhere. He was a victim of fears, of gloom, of negative thinking, one of the vast army of the unsatisfied. Then came to him the tremendous experience he tells of in this book, the revolt from folly, the about face in his mental habits that brought him material wealth and spiritual happiness. He cured depression in himself first and has gone on to cure it in others. He tells of the methods he took to overcome his troubles. His chapter on fears is illuminating. His story is a sincere attempt to tell the world of his discovery and to share his fortune. The book is full of sane and common-sense thinking.

Away back in the 1840's, Dr. Chalmers, the leader of the disruption in Scotland, when the Free Church broke away from the "Auld Kirk," used to drive through the Highlands visiting his congregations, and he noticed his old coachman give the horse a flip on the ear with his whip when he came to any particularly dangerous part of the road among the hills, and on the Doctor asking him the reason, the old coachman said, "It was to give the horse something else to think about than gangin' owre the brae." That incident gave birth to an immortal phrase of Dr. Chalmers, "The expulsive power of a new affection." That phrase embodies the tremendous change that came over Vash

Young. His new affections were bound up in nine magic words, Love, Courage, Cheerfulness, Activity, Compassion, Friendliness, Generosity, Tolerance, Justice. Affirming these mentally and thus expelling fears, doubts, worry, indecision, pessimism, he gained success and material wealth. He is an idealist whose ideals are practical and selling is his field of endeavour. The very essence of successful selling in any line is contained in his story. Sales managers are speaking of it and recommending the book to their sales force. Several sales managers of the large assurance companies in the city have personally complimented us in the store after we had recommended this book to them. All sales people would do well to read it. As a mental tonic in these times of stress and as a wonderful healer of the mind, we earnestly recommend his book.

"A Magnificent Obsession," by Lloyd C. Douglas, is another book enjoying a good sale because of its unusualness and the word of mouth publicity it has received. It is now being issued in a Canadian edition. The theme underlying the romance has captivated many readers and stirred up a new interest in the spiritual forces in life. The author, a Canadian preacher, pastor of St. James Street United Church, Montreal, has some interesting things to say about his book. He says, "My secretary has answered by mail the query, 'What page of the Bible was it that Mr. Randolph carried in his pocket?' more than 1400 times." The author had the idea of writing in his book his thought on personality, development through secret investment according to the advice offered in this particular chapter of the Bible. These queries represent every state in the Union but three, every province in Canada and a considerable number from England. I have had scores of letters from people who "have tried" it and say it works, but refuse naturally to go into detail concerning their investment.

"Magnolia Street," by Louis Golding. This is our best seller meantime, hailed as the greatest English success in ten years. "I congratulate you heartily," says Ramsay McDonald. "It is fine creative work on a masterly scale." On one side of the street lived Jewish families and on the other Gentiles, so that Magnolia Street is a story of contrasted psychologies of histories of the Anglo-Saxon and the Jewish folk, and the story runs through several generations, from 1910. On an enormous canvas more than one hundred characters play their part, vivid and colourful. It is a splendid piece of work.

Two of Aesop's Fables

The Hare and the Hound—A hound, having put up a hare from a bush, chased her for some distance; but the hare had the best of it, and got off. A goatherd who was coming by jeered at the hound, saying that puss was the better runner of the two. "You forget," replied the hound, "that it is one thing to be running for your dinner, and another for your life."

The Boy Bathing—A boy was bathing in a river and, getting out of his depth, was on the point of sinking, when he saw a wayfarer coming by, to whom he called out for help with all his might and main. The men began to read the boy a lecture for his foolhardiness; but the urchin cried out, "Oh, save me now, sir! and read me the lecture afterwards."

Philip Turnor

A Little Known Hudson's Bay Company Surveyor

By R. H. G. LEVESON GOWER
Hudson's Bay Company Archives, London, England

PHILIP Turnor, the subject of this brief sketch, first entered the service of the Hudson's Bay Company in 1778, when he was engaged in the capacity of "inland surveyor and draughtsman." He retired to Europe in 1787, but two years later was re-engaged, when he is described in his contract as "aged 36 years, of the Parish of Laleham in Middlesex." On May 30th, 1789, he sailed from the Thames on board the Company's ship *King George*, and his arrival at York Factory is recorded on August 27 following.

After an interval of eight days, Turnor proceeded to Cumberland House with George Hudson, who was now appointed to the charge there, where they arrived on October 7.

Hudson died at Cumberland on April 19, 1790, being succeeded in control by Malcolm Ross until June 9, when, on the departure of the latter for York Factory, the charge devolved upon Turnor.

It is of interest to observe that both David Thompson, the explorer, and Peter Fidler, who succeeded Turnor as surveyor to the Hudson's Bay Company, passed the winter of 1789-90 at Cumberland House, where they received instruction in the art of surveying from the latter.

In the autumn of 1790, Turnor set out from Cumberland House on what proved to be the most important of all his surveying expeditions, that to the "Athapescow" country; as the result of which he was enabled, by means of observations for latitude and longitude taken at Fort Chipewyan and elsewhere, to correct the erroneous impression previously conveyed by Peter Pond and others, who maintained that Lake Athabaska was comparatively near to the Pacific Ocean. Turnor was able to prove conclusively that the distance in dispute could not well be less than 300 leagues.

Accompanied by Malcolm Ross, Peter Fidler and others, Turnor set out from Cumberland House on this important expedition on September 13, 1790, and almost immediately fell in with Patrick Small, of the North-West Company.

On October they arrived at Ile a la Crosse, where Turnor and Ross accepted the offer made them by Small of two houses wherein to pass the winter. Turnor records in his journal that considerable assistance was rendered to him and his party by the latter throughout the winter and, after bidding him farewell, they resumed their journey northward on May 30, 1791.

After passing the night of June 1-2 at Buffalo Lake in company with Alexander Mackenzie, the famous explorer of the river bearing his name, and the first to reach the Pacific Ocean overland (who was travelling in the opposite direction), Turnor and his party proceeded down the Red Willow river to the Clearwater, and thence down the latter stream to its junction with the Athabaska river, which was reached on June 21. Exactly a week later they arrived at Fort Chipewyan, the North-West Company's headquarters on Lake Athabaska, and were hospitably received by Roderick Mackenzie, officer in charge.

After remaining there for four days, they resumed their journey northwards on July 2 and, seventeen days later, found themselves at the mouth of Slave river where it enters Great Slave lake. On July 22 they reached the spot where the North-West Company were constructing a house on this lake, the situation being slightly to the west of the mouth of Slave river. On July 25, Turnor came to the conclusion that no good purpose would be served by remaining in this region, and that his time would be more profitably employed by returning to Lake Athabaska and exploring the eastern outlet thereof. On the following day he entered Slave river once more and on August 12 reached Fort Chipewyan. On August 15, after having helped Malcolm Ross to select a suitable spot in the vicinity whereon to erect a house, Turnor re-embarked for the purpose of examining Lake Athabaska to the eastward. Five days later he reached the eastern extremity of the lake and, after proceeding a short distance in "Stone" river, he commenced his return journey to Fort Chipewyan on the next day. He arrived at the latter place on August 30, where he found Ross busily engaged in building a house for the winter, about six hundred yards S.SE. of the "Canadian" (N.W.C.) settlement.

On September 4, Peter Fidler embarked with a party of Chipewyan Indians and, after accompanying them to the neighbourhood of Great Slave lake, where he spent the winter with them, he returned to Lake Athabaska on April 10, 1792.

On May 9, Turnor and his party commenced their return journey, proceeding up the Athabaska river, and thence, instead of going by the Red Willow river as on the outward journey, they continued their course further up the Clearwater and negotiated Methye portage on Portage la Loche, about twelve miles across—afterwards to become famous in the annals of the Hudson's Bay Company and North-West Company traders. The passage of this carrying place occupied no less than five days (May 21 to 25 inclusive), and proceeding via Methye lake and river and thence through Buffalo lake, they reached Ile a la Crosse on June 8. Resuming their journey two days later, they remained at Cumberland House from June 27 to 30 and arrived at York Factory, Hudson Bay, on July 17.

It is a noteworthy fact that Turnor, on his return to the factory, was most emphatic that immediate steps be taken by the Company to form a permanent establishment in the region of Lake Athabaska, and even volunteered to return there and then at the head of an expedition organized for the purpose. The council at York, however, did not see fit to adopt his suggestion at this time without the express concurrence of the board in London, the eventual result being that no establishment was erected by the Hudson's Bay Company on Lake Athabaska until Peter Fidler built Nottingham House in 1802.

After returning from the above mentioned expedition, Turnor filled in his time, whilst waiting for the arrival of the Company's ship, by proceeding on a short journey from York Factory up Nelson river and as far as Little Grass river, which only necessitated his absence from July 31 until August 24. On September 12 he embarked at York Factory for England on board the Company's ship *Sea Horse*.

He was subsequently employed by the Hudson's Bay Company until 1794 in compiling "a large and accurate map" embodying the results of his several journeys of exploration, which is still in their possession, and on January 14, 1795, it was ordered that "the Company's Arms . . . be engrav'd on the outside case of the Watch which Mr. Turnor used in his Surveys & that the same be given to him as a Mark of the Committee's Regard for him."

Early in December, 1799, the Company received a further communication from Turnor, but it is clear that his death occurred within four months, when his widow was petitioning "for some pecuniary assistance."

The undermentioned is a brief list of the most important inland journeys undertaken by Philip Turnor between 1778 and 1787:

September 9, 1778, to July 15, 1779—From York Factory to Cumberland House and up the Saskatchewan river to the house, where he joined Robert Longmoor, which was situated a few miles above the site of Hudson House later erected by William Tomison. Return to York.

June 5 to August 11, 1780—From Albany to Henley and Gloucester Houses and return.

May 11 to July 13, 1781—From Moose Factory to "Wappiscoggamy" (Brunswick House), Missanabie and Michipicoten on Lake Superior and return.

May 23 to August 2, 1782—From Moose to Lake Abitibi and back for the purpose of surveying that district.

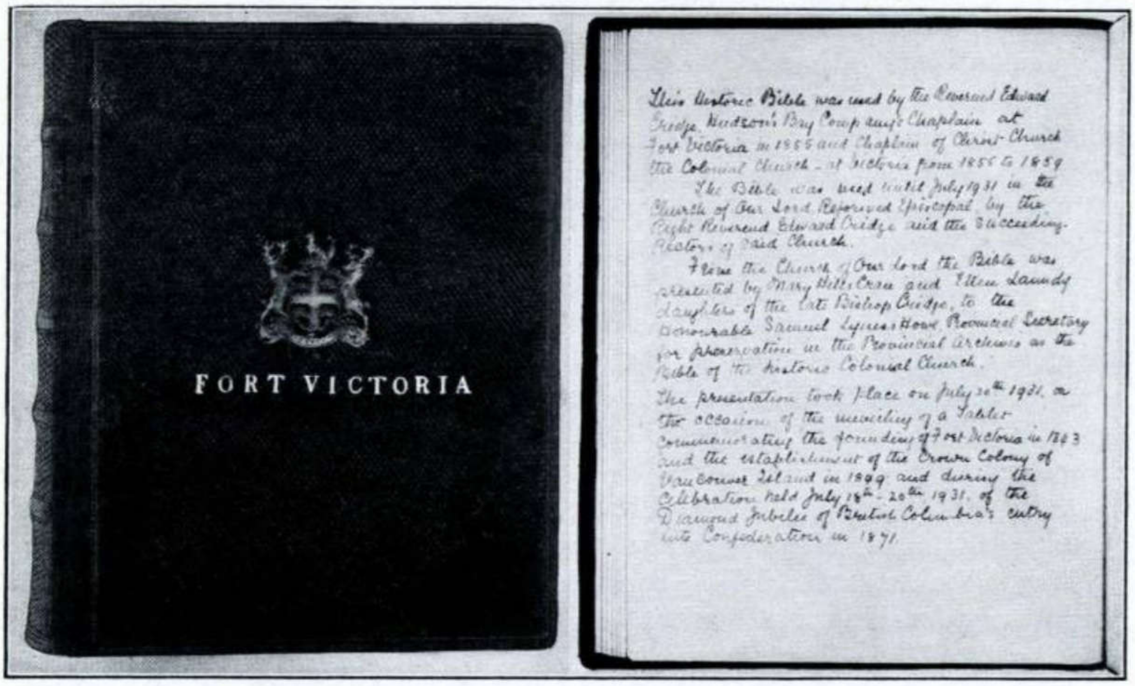
June 14, 1784—Turnor set out from Moose Factory for the purpose of establishing a settlement in the region of Lake Abitibi. After erecting a temporary house near the confluence of the Abitibi and Piscoutagamy rivers, he removed in the spring of 1785 to Frederick House, situated on Lake Waratowaha some fifty-two miles further to the southward.

* * *

Life is like a journey taken in a train with a pair of travellers at each window pane. I may sit beside you all the journey through, or I may sit elsewhere, never knowing you, but if fate should mark me to sit by your side, let's be pleasant travellers; it's so short a ride. (*Heard over the radio and sent in by B. Everitt.*)

Ruins of Dr. John Rae's House, Near the Mouth of North Pole River, Repulse Bay
Photo by Factor Hugh Conn

Fort Victoria Bible



This historic Bible was used by the Reverend Edward
Cridge, Hudson's Bay Company's Chaplain at
Fort Victoria in 1855 and Chaplain of Christ-Church
the Colonial Church - at Victoria from 1855 to 1859
The Bible was used until July 1931 in the
Church of Our Lord Reformed Episcopal by the
Right Reverend Edward Cridge and the succeeding
Rectors of said Church.
From the Church of Our Lord the Bible was
presented by Mary Hills Cran and Ellen Laundy
daughters of the late Bishop Cridge, to the
Honourable Samuel Lyness Howe, Provincial Secretary
for preservation in the Provincial Archives as the
Bible of the historic Colonial Church.
The presentation took place on July 20th 1931, on
the occasion of the unveiling of a Tablet
Commemorating the founding of Fort Victoria in 1843
and the establishment of the Crown Colony of
Vancouver Island in 1849 and during the
Celebration held July 18th - 20th 1931, of the
Diamond Jubilee of British Columbia's entry
into Confederation in 1871.

This is a photograph of the Bible used at Fort Victoria in the early days. The writing on the flyleaf, shown above, reads as follows:

This historic Bible was used by the Reverend Edward Cridge, Hudson's Bay Company's chaplain at Fort Victoria in 1855 and chaplain of Christ Church, the colonial church, at Victoria from 1855 to 1859.

The Bible was used until July, 1931, in the Church of Our Lord, Reformed Episcopal, by the Right Reverend Edward Cridge and the succeeding rectors of said church.

From the Church of Our Lord, the Bible was presented by Mary Hills Cran and Ellen Laundy, daughters of the late Bishop Cridge, to the Honourable Samuel Lyness Howe, provincial secretary, for preservation in the provincial archives as the Bible of the historic colonial church.

The presentation took place on July 20, 1931, on the occasion of the unveiling of a tablet commemorating the founding of Fort Victoria in 1843 and the establishment of the Crown colony of Vancouver Island in 1849, and during the celebration, held July 18th to 20th, 1931, of the diamond jubilee of British Columbia's entry into confederation in 1871.

* * *

What individual Englishman or Frenchman or German or American cares for tariffs and reparations and war debts and armies and navies compared with being allowed to live his life quietly and securely in his own way, sharing in the fruits of human ingenuity, not every so often being asked to take up a rifle and wave a flag, not perpetually tortured by economic insecurity, but left in peace to concern himself, if he has a mind, with the more secret and profound qualities in human life?—*Manchester Guardian*.

Beaver Club Notes

LONDON, ENGLAND—Reorganization is the order of the day in London, and this has thrown a great deal of extra work on the shoulders of the staff, which has resulted in a curtailment of social activities.

The Beaver Club Christmas party, now rather ancient history perhaps, was a great success. We were honoured with the presence of the Governor and Mrs. Ashley Cooper. In addition to games and dancing, there was an entertaining sketch by the recently revived dramatic section, and later in the evening an Indian chief and his squaw drove in a dog sleigh loaded with real Hudson's Bay Company packs full of gifts for all present.

The annual general meeting of the Beaver Club was held on 21st March, 1932, and after the honorary secretary and treasurer's reports had been given, showing a successful year, various elections were made. A very hearty vote of thanks was passed to J. H. Rendall, the retiring chairman, for his untiring efforts in the founding and management of the club. The evening concluded with a military whist drive, which was as usual very enjoyable.

Facilities for ice skating are now available for members, and it is expected that this section will become very popular.

We have been pleased to welcome Messrs. R. Macbeth, R. Simpson, F. Nimrod, and J. Bodel, who are over here to buy European goods for the Company's stores.

* * * * *

HUDSON'S BAY HOUSE, WINNIPEG—A pleasant evening was spent in the restaurant of the Winnipeg store by approximately one hundred and thirty members and friends of this branch of the Beaver Club on 28th April, when the prizes won during the fall and winter activities were presented.

Our president, Mr. Richard Peirson, extended a hearty welcome to our guests and visitors, among whom were Mr. and Mrs. R. J. Gourley, Mr. C. S. Riley and Mr. and Mrs. R. S. Carey, to which Mr. Gourley responded.

Mrs. Gourley presented the prizes to the victors, as follows:

Golf—Ladies: First, Miss A. Fisher; second, Miss E. Ogston. Men: First, C. H. Bonnycastle; second, J. Gemmill.

Curling—Winners: B. Everitt, J. H. Wilmot, G. Caslake, N. Wilding. Runners up: J. Poitras, E. H. Gamble, J. Headlam, M. J. Moulder. Goodfellowship games: First, J. Courtney; second, R. Peirson; third, M. J. Moulder; fourth, J. H. Wilmot; fifth, A. Anderson; sixth, A. Brotheridge.

Bowling—Winners: N. B. Francis, W. Thorogood, Miss W. Archer, Miss H. Dwyer, Miss H. Ashby, Miss G. Reid. Runners up: A. Anderson, W. Nairn, Miss C. Ferme, Miss L. Fraser, Miss N. McDonald, Miss M. I. Emby. High average: Ladies, Miss S. Goodman; men, R. McGill. High single game: Ladies, Miss D. Cooke; men, G. N. McBride. High three games: Ladies, Miss D. Cooke; men, W. Nairn.

Mr. W. Davidson Thomson contributed several song numbers. After the prize distribution dancing and bridge were enjoyed until midnight.

WINNIPEG—*Social*—On April 22 a dance was held on the fourth floor of the retail store, between five hundred and six hundred attending. Cards were played in the private dining rooms on the fifth floor, which was evenly divided between auction and contract bridge.

A wind-up of the bridge league was held by the members at the Beaver Lodge, when prizes were presented to the various winners, together with a presentation to Mr. Hardyman, who so kindly arranged the league and helped to make it so outstanding a success.

The bowling league, comprised of members of the audit office and credit department, held their wind-up at the Beaver Lodge, where dancing was enjoyed by all present. Mr. Nicol's team managed to win this league only after a great tussle at the end of the season.

* * * * *

VANCOUVER—On March 30 members of the Beaver Club and their friends were entertained at the Commodore cabaret. Wendell Daury's orchestra contributed delightful dance music. While supper was being served, an enjoyable programme was given by the Gladys Attree dancers, assisted by Lorraine Fraser, vocalist.

A choir consisting of forty members of the Beaver Club entered the British Columbia music festival, and were only one point behind the winners of the Bach choir cup. This was their first attempt at the festival and credit is due both to the choir and to their conductor, Mr. B. Gunton Smalley.

* * * * *

VICTORIA—Out of an average weekly staff of three hundred and twelve, no less than sixty-one members of the Victoria store have been in the employ of the Company for nearly ten years or over. The two senior members so far as length of service is concerned are A. J. Watson, store manager, with twenty-two years and nine months service, and J. S. Horne, accountant, with twenty-two years and eight months. The figures quoted are up to the end of May, 1932.

Beaver Club Singers—Interest was added to the Victoria musical festival by the entry of the Beaver Club singers in the commercial choral class. Only two choirs competed, the other being that of the David Spencer store. The Beaver Club singers, under the direction of Joseph Maguire, failed by three points to win the challenge shield. The adjudicator, Dr. Armstrong, from Exeter Cathedral, England, complimented the choir upon its splendid rendering of the two test pieces. On May 10, the Beaver Club Singers and their friends, numbering nearly a hundred, met at Hampton Hall, Burnside, and enjoyed one of the merriest dances of the season.

At their home on Cavendish avenue, Mr. and Mrs. A. J. Watson were hosts to the Beaver Club Singers on Tuesday, May 17. Cards, dancing and singing contributed to a delightful evening.

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EDMONTON—The Beaver Club, of Edmonton, have established a recreation hall in the Hudson's Bay House, utilizing two floors of that building. Courts have been laid out for volley ball, basketball, badminton and institutional gymnasium work. Hot and cold sprays, dressing rooms and equipment rooms are provided. This recreation hall is proving to be not only a means for active healthful exercise but an opportunity for the creating of a closer friendly relationship of the members of the staff.

Tuesdays, Thursdays and Saturdays are men's nights at the recreation hall. Promptly at six o'clock the department managers, headed by the store manager, wend their way to the recreation hall and for one full hour enjoy the benefits provided. A trained Y.M.C.A. man, a member of the staff, gives the exercise leadership and plans the various games and competitions. At a later hour on these three evenings the younger men meet and the same instructor gives them supervision and leadership. Then on Mondays, Wednesdays and Fridays the ladies of the staff have the exclusive use of the recreation hall. A trained Y.W.C.A. instructress acts as their leader and arranges all the details of the respective classes and groups.

The members of the wholesale, land and fur departments join the retail staff and are making the recreation hall plan a marvellous success.

The Beaver Club held an end-of-the-season whist drive and dance in the Masonic Temple April 5. About two hundred and fifty members with their friends attended. An interesting programme was enjoyed. The store dramatic society, consisting of Nora McCready, John Thompson, Maxime McMillan, Cyril Perry, Beryl Ellis, Fred Bannard and Jimmy Helps gave a dramatic play, "Mothers' Influence," after which the hall was cleared and members of the staff danced to excellent music supplied by John Bowen and his orchestra. Several members, preferring to play cards, spent an enjoyable two hours at whist.

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SASKATOON—A store dance was held on April 19. This was the first dance held for some time and it was greatly enjoyed.

A bridge party was held in the dining room on April 26, sponsored by the members of the store bowling league. Prizes were donated to the first and second team, also to the high average lady and gentleman.

H B C Business Club

WINNIPEG—February 24—The speaker was Mr. R. E. Standfield, and his subject "Building Confidence." A novelty dancing exhibit was put on by the pupils of Miss Cloutier's Dancing Academy.

March 23—Mr. Coltman, of Radio Sales fame, subscribed a short motion picture feature on the manufacture of Dictator radios. A few musical numbers were also enjoyed.

April 13—Mr. J. H. Bodel addressed the club on his buying travels in Europe, and on the world's fair held at Leipzig. Mr. Leckie conducted the community singing at this meeting.

The last meeting of the season was held on May 11. Mr. Leadbetter, of the engineering department, spoke on the subject of "Power." The store choir, with their leader, Mr. Davidson Thomson, and the accompanist, Mr. Joe Lyon, were guests of the club on this occasion.

Victoria—Marked success has attended the operation of the Hudson's Bay Company Discussion Club, which was inaugurated about five months ago. The club meets once a month in the store restaurant. Dinner is served, and is followed by informal discussions on a variety of subjects all appertaining to the welfare of the business. Four meetings have already been held, with A. S. Woollard acting as chairman. At the first gathering, J. S. Horne outlined the aims and objects of the club. At the second meeting of the club, A. S. Woollard gave a short talk on the subject of "Advertising, Its History and Modern Application." The subject of "Credit and Its Possibilities for Increasing Business and Goodwill" was ably dealt with by C. H. Banner at the next meeting of the Discussion Club.

At the most recent gathering of the club, four department managers, Messrs. Saul, Becklake, Bowman and Walsh, exhibited various items of merchandise and told the members why they bought those particular articles. This proved a most interesting as well as instructive meeting.

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Edmonton—Three very successful meetings of our Business Club have been held since the last *Beaver* issue. At the March meeting C. Digney was unanimously elected president for his second term and gave an interesting report on the year's activities and the part the Business Club has played in store efficiency. At the April meeting Perry Giffin gave a brilliant address, "Psychology of Merchandising." Mr. Giffin is business manager of *The Journal* and gave a fund of useful information from statistics gathered by his newspaper. At the May meeting D. V. Hicks, advertising manager of the store, gave an address on "Are You Rattling Up or Shaking Down." This address was of an inspirational nature and emphasized the fact that it was possible, by using the proper methods, for everyone to shake up instead of down.

The Business Club has discontinued meeting for the summer months.

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H B C Sports Activities

In "Ten Years in Winnipeg," by Alexander Begg and Walter R. Nursey, we learn "The first game of curling ever played in Manitoba took place on Monday, 11th December, '76, at the rink of the Manitoba Curling Club, Winnipeg, when the following sides were chosen: Hon. A. G. B. Bannatyne, George D. Northgraves, A. P. Denholm, James Barclay (skip); A. McMicken, W. D. Taylor, Hon. T. Howard, Alex. Brown (skip). Mr. Barclay's rink won, and the prize, a barrel of oatmeal, was sent to the hospital."

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Winnipeg—*Ten-Pin Bowling League*—The Traffic team won the second series and played off against the Shoes for the league championship, and, after losing the first two games, won the next four straight, winning the roll-off by four games to two. The Shoes team cleaned up all the team records with and without handicap, and Bert Leckie waited until the last night before he smashed

both the high single and high three-game totals with handicap. Gord. Dakins rolled a nice score of 258 to take the high single game record, while George Bowdler hit the maples for a score of 664, to walk off with the high three game.

Bowling averages showed the boys are improving considerably, as George Bowdler rolled an average of 196 for 90 games, followed by Harvey Hamilton with 185, Andy Dick 182 and Graham Carson 180.

Golf—At time of going to press the golf committee of the Beaver Club is working hard on the season's first field day, scheduled for Royaumont Golf Club, May 22. Fully 150 players are primed to play for the numerous prizes. It is planned to hold a monthly competition of this nature. The committee consists of T. F. Reith, D. J. Hargreaves, N. E. Grey and E. Burnett.

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VANCOUVER—*Men's Bowling*—The Men's Bowling Club finished up the 1931-2 season with a banquet in the Georgian Restaurant, which was held on April 1. Mr. R. C. Scibird acted as chairman. The winning team, "The Red-Heads," captained by H. S. Stephenson, won three out of the four series, and were the recipients of the La Salle cup. The runners-up, "The Bluebills," captained by G. Windwick, won one of the series. N. Douglass starred by winning all three prizes for the following: High individual score, highest score three games played, and highest average for season.

Ladies' Bowling—On April 21 a jolly time was had by the members of the ladies' bowling teams when they met at a banquet in the Georgian Restaurant. The prizes won during the past season were presented by E. S. Morley. The "Canvas Backs," captained by H. Dornan, carried off first prize, the "Blue Bills," captained by K. Beaton, taking second. High individual score was won by F. Calbeck, and high average by J. Haddad. After the banquet the members went on to the Orpheum Theatre. All voted it a very enjoyable evening.

Football—During the season of 1931 and 1932, the team as a whole has played a good game and was successful in gaining the finals for the Spalding cup, in which they played against Woodwards on May 4, the result ending in a draw. The replay will be played on May 18. The team was also successful in winning their way to the league championship final, which was played on May 11 against Spencers Limited. The Hudson's Bay Company won by a score of 4 to 1, making them the Wednesday League champions. The president of the league, Mr. McKee, presented the cup after the game. The team comprises B. Ruzioka, F. Yarco, T. Myles, B. McCurry, J. Wallace (captain), H. Williams, J. Myles, L. O. Donnell, T. Gray, A. Quinn, H. Service (manager), W. P. Fance (trainer), M. Pexton.

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VICTORIA—*Cricket*—The cricket season has started and the boys are determined to duplicate their last year's performance of winning the Payne silver cup and the Virtue cup. Two of our members will probably be chosen on the representative city team to meet the Australians, who play here in May.

Don Fish and His Athletic Trophies

Don Fish is a popular member of the Victoria store staff and a well known Victoria athlete. He has established a fine record in many branches of sport during recent years. He plays for the Hudson's Bay Wednesday League football team and is a strong competitor in tennis, badminton, basketball and cross country running. In this picture he is seen with the several cups he has won in various sports.

Lawn Bowling—Plans have been made for an active season in lawn bowling. A part of the Burnside Bowling Club greens has been leased, including the use of the club house.

Badminton—The Beaver badminton players have been making a name for themselves. During the season just concluded the "A" team dropped only one point in sixteen city league games. In the home-and-home games they lost the island championships by only two points. The "B" team also made a splendid showing throughout the season.

Football—Another fine aggregation of athletes is the Victoria store football eleven, which commenced the latter half of the 1931-2 season by winning the Hayward silver cup. They reached the final round for the Rennie and Taylor championship cup, but lost by a margin of one goal. Already holders of the McKay shield, at the time of going to press they are competing for this trophy.

Carpet Bowling—Skippered by S. Campion, the "B" team were "runners up" in the City League championship, also "runners up" for the Army and Navy cup. "A" team were not so successful. The ladies' team finished third in the league. Store championship competitions resulted as follows: Ladies' singles, Mary Graham; ladies' doubles, Lola Fishlock and Mary Graham; men's singles, S. Campion; men's doubles, George Hibberd and Edgar Tricky.

Some of the Members of the Hudson's Bay Company Victoria Store Badminton Club

Ladies' Five-Pin Bowling—Finishing fourth from the top, the ladies' five-pin bowlers, under the direction of Mrs. Bennett, did some good bowling during the past season.

Basketball—Only one girls' basketball team has been in operation this past season, but this team has been doing well under the captaincy of Edna Matthews.

Billiards—So far as the Beaver Club is concerned, English billiards is a new pastime, and one which makes a welcome addition to the long list of sports already enjoyed. It is to Lesley Smith, a keen lover of billiards himself, that the new interest in this game is largely due. The Victoria store boasts of at least twelve expert wielders of the cue, with others beginning to show good form.

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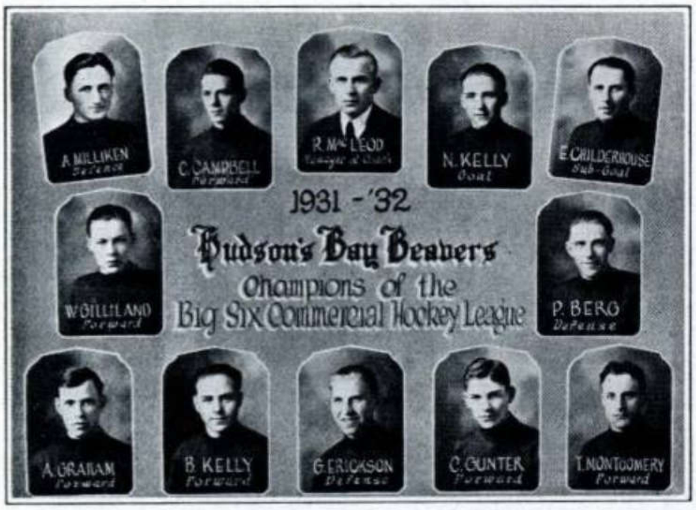
A. MILLIKEN
Defence
C. CAMPBELL
Forward
R. McLEOD
Manager & Coach
N. KELLY
Goal
E. CHILDERHOUSE
Sub-Goal
1931 -'32
Hudson's Bay Beavers
Champions of the
Big Six Commercial Hockey League
W. GILLILAND
Forward
P. BERG
Defense
A. GRAHAM
Forward
B. KELLY
Forward
G. ERICKSON
Defense
C. GUNTER
Forward
T. MONTGOMERY
Forward

HBC Saskatoon Hockey Team, 1931-1932

SASKATOON—*Hockey*—Hudson's Bay Company team in the City Commercial league, after a play-off with the Canadian Nationals, came out on top with a score of 7 to 3. Their performances during the season were particularly good. R. McLeod, of the men's clothing department, was team manager. On March 22, the store management presented the members of the team with appropriate souvenirs in honour of their fine achievement.

Bowling—In our store league first place has been won by the Fort Garrys, captained by J. K. Gilmour; and second by the Balmorals, captained by A. E. Hughes. The individual high averages were: L. W. Cairns, 192; and Muriel Miller, 163.

In the Commercial League, No. 1 team had the honour of finishing first in their division and third in the play-offs. The individual high average for this league was won by Al. Graham, of our No. 2 team, with an average of 214. This was for a total of eighty-one games.

Soft Ball—A soft ball league has been formed in the store, and from the enthusiasm shown at present it looks to be a big success.

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What They Say, Let Them Say

An engineer is said to be a man who knows a great deal about a very little, and who goes along knowing more and more about less and less until finally he knows practically everything about nothing; whereas, a salesman is a man who knows a very little about a great deal, and keeps on knowing less and less about more and more until finally he knows practically nothing about everything.

Victoria's Early Names

By ROBERT WATSON

THE question is sometimes asked, "By what name was the City of Victoria originally known, following its establishment on the 14th of March, 1843, when James Douglas landed from the S.S. *Beaver* and finally settled on the site upon which to build this new fort of the Hudson's Bay Company?"

As early as June, 1840, a resolution was included in the minutes of council for the Northern Department of Rupert's Land to the effect that the headquarters for the Hudson's Bay Company's new establishment in the Straits of De Fuca be named Fort Victoria, and instructions to this effect were conveyed to Chief Factor John McLoughlin in charge of the Western Department, in a letter dated 21st June, 1843, from Sir George Simpson.

On examination, however, of a log book of the schooner *Cadborough*, it would appear that when the fort was established in 1843 it was called first "Fort Camosun," and then "Fort Albert." In the Company's records, references are made to Fort Camosun in July, 1843, and to Fort Albert repeatedly from August to December of that year. Chief Trader Charles Ross gives further proof of the name Fort Albert being used, in a letter written on the 18th August, 1843, and dated from "Fort Albert."

From 12th December, 1843, onward, the name Fort Victoria is consistently used in the log of the *Cadborough*, when referring to the fort, which would allow time for Sir George Simpson's instructions to Dr. John McLoughlin, dated 21st June, 1843, to reach him and be conveyed to Chief Trader Charles Ross, who was then in charge of the new fort. Chief Factor McLoughlin also states, in a letter to Governor Simpson dated from Fort Vancouver, 20th March, 1844, that the new establishment at the south end of Vancouver's Island had been named Fort Victoria in accordance with instructions received.

In regard to the origin of the name Fort Camosun, Governor Simpson informs the Governor and Committee of the Hudson's Bay Company in London, in a letter dated 21st June, 1843, that Chief Factor James Douglas had "been successful in finding an advantageous situation for the new depot in the Bay of Camosack, near the southeast extremity of Vancouver's Island." There is also a reference to the Camosack canal. Camosack evidently was the Indian name for the bay which meant "a deep narrow gorge" or "swift running water."

There are subsequent references to the port and harbour of Camosun or Camosan in the log of the *Cadborough* already referred to, and in a letter from the secretary of the Hudson's Bay Company in London to Captain A. C. Mott of the barque *Vancouver* dated 4th September, 1844.

From all this it is apparent that the original intention of the Governor and Committee in London was to name the new fort in honour of Queen Victoria, and this name was adopted within a few months of the fort's establishment by James Douglas. Any other names used were of a local nature given merely to signify the new fort, pending official instructions.

Aerial View of Olympic Stadium, Los Angeles.
Reserved Seating Capacity, 105,000; General Admission, 125,000.

Olympiad

THE tenth Olympic games will be held this year at Los Angeles, California, when amateur athletes from all parts of the civilized world will compete in friendly rivalry for the laurel wreath or crown—the poetic symbol of victory. Canada will be well represented, and it is hoped her athletes of track and field summer sports will do as well as their brothers did in the winter games at Lake Placid. The Hudson's Bay Company, we expect, will be represented by at least one member of its Canadian staff, Jimmy Ball, who came so near to the victor's crown four years ago.

The first Olympiad was held in the year 776 B.C. at Olympia, a valley in Elis of ancient Greece. Then, the purpose of the games was three-fold—religious, artistic and athletic. It was a time of high festival. As now, the games were held every four years and about 40,000 people attended to encourage the losers and proclaim the victors. Democracy was the key-note, and as a token, the first victor was one Coroebus, a cook of the Vale of Elis. His award was a wreath of wild olives, with its branch of palm, and the acclaim of the populace. As now, the victor on his return was dined and feted in triumph by his own people, and was honoured with many gifts.

These games were held for over a thousand years, but were suppressed in the year 394 A.D. by Emperor Theodosius, as he considered them a pagan festival. Fifteen centuries later they were revived, being held at Athens in 1896. Since that time they have been carried on successively at Paris, 1900; St. Louis, 1904; Athens, 1906 (anniversary games merely); London, 1908; Stockholm, 1912; Antwerp, 1920; Paris, 1924; and Amsterdam, 1928.

The Olympic oath is as follows: "We swear that we will take part in the Olympic games in loyal competition, respecting the regulations which govern them, and are desirous of participating in them in the true spirit of sportsmanship, for the honour of our country and for the glory of sport."

To all competing Canadian athletes we extend our good wishes.—*R.W.*

Get On Your Mark!

A Friendly Talk on Athletic Training and Physical Exercise

By JAMES BALL
Canada's Olympic Quarter-Miler, Hudson's Bay Company, Winnipeg

THE days of outdoor activities are with us again, and most of us are looking forward to a summer of sport. It is advisable, however, not to jump too hastily into our favourite games, but to get ourselves into condition slowly, and so avoid muscular troubles and pains. Setting-up exercises from ten to fifteen minutes each day will help to tone up the muscles, and long walks, mixed with easy jogging, will soon build up our condition.

Jimmy Ball, Hudson's Bay Company, Winnipeg, at Toronto, 1930

There are many exercises that one may use at night or in the morning. It is more or less a matter of choice as to which will prove the most beneficial. Deep breathing and bending, touching the toes twenty or thirty times, the push up, lying face downwards on the floor and raising and lowering oneself, bicycling, et cetera, are all good exercises and will quickly tighten up loose muscles.

While jogging or walking, it is always advisable to keep well wrapped up and to take a shower immediately afterwards, followed by a brisk rub down. Three glasses of hot water, gulped down before going out will help to cleanse the system and is recommended by some coaches. Half an hour, three times a week, is my own schedule for jogging in spring training, and, whether indoors or outdoors, it is advisable not to count laps or distance.

Most of us do not follow our own favourite sport the whole year round, owing to weather conditions, but if we specialize and reach some perfection, that sport must be in our thoughts every day; that is, we should be tennis conscious, track conscious, or whatever the game may be, every day of the year. If we do something along that line each day, it is surprising the corrections that can be made. One of our Olympic athletes, a few years ago, was criticized by coaches for his lack of training on the track. They could not understand how he obtained his form and condition with so little effort. The mystery was soon cleared up when it was learned that every night for several years a certain time was spent practicing arm swing, leg lift, et cetera, before a mirror in his own room. It is only the exceptional athlete, however, who does not require hard work to be able to stand up under keen competition.

Much has been said about what an athlete should do and should not do, what he should eat and so forth. An amusing incident along this line was furnished a few years ago by Nurmi, Finland's middle distance star. His success as a record breaker was attributed in no small measure to his diet, which it was stated consisted of brown bread and fish. This was generally accepted until a reporter interviewed Nurmi in a restaurant and found him eating cream pie and drinking large quantities of black coffee. Good wholesome food and doing things in moderation are about all that is required, providing we do our training and conditioning faithfully. Once we are in condition, it takes a good deal to get us out of shape, and training need not be the grind that it appears to be.

After a period of conditioning, it takes time to round into tip-top form, and here is where a good coach is needed. No matter what the game is, good coaching is essential. An athlete may know what to do and what not to do, but it takes the experienced eye of a coach to pick out faults and to see that we are improving steadily. A good coach is half the battle. He not only looks after the physical side, but does everything possible to keep the mental attitude right. Athletes, as a rule, are high strung and nervous, and if we can let the coach do the worrying about this and that, it helps considerably.

The following work-out list was made for me to follow this year and might prove of benefit to any athlete concentrating on the quarter-mile race. Workout four days a week. Get a stop watch and try to make the times stated, discounting, of course, for a slow track and wind conditions.

Monday—Jog a lap. Take four starts at thirty yards and one at sixty yards with sweat clothes on. Run six hundred and sixty yards in one minute and twenty-eight seconds to one minute and thirty-two seconds. Jog a lap.

Wednesday—Jog a lap. A few starts and one fifty-yard start with sweat clothes on. Run three hundred yards loose stride in thirty-three seconds flat. Rest and then jog two laps.

Thursday—Jog a lap. A few starts. Run two hundred and twenty yards loose in twenty-two and a half to twenty-three seconds flat. Rest. Run four hundred and forty yards in fifty-six to fifty-eight seconds. Jog a lap.

Saturday—Jog a lap. A few starts, one of sixty yards. Run one hundred and fifty yards at a fast clip. Rest. Run four hundred and forty yards in fifty-five seconds.

Track and field in Canada was at a low ebb prior to 1928, and the success of our Olympic team that year not only stimulated an interest in young people, but also brought out of more or less retirement a number of former athletes, as coaches, and today we have good coaches in nearly every large city. No doubt the results will be noticed in the Olympics this year. Our coaches, however, are generally track men, and as a result our field and weight events are weak. Why this is, it is hard to explain, but one answer may be that most of our coaches are from the British Isles, where the mile and the half mile races are traditional, or it may be because of the fact that athletics in Canada are controlled by city clubs which have not the time and money to develop field and weight stars to compare with those turned out by college coaches in the United States. The boy at business cannot give as much time to training as the college youth.

Canada's Olympic Track Stars of 1928
Myrtle Cooke (Centre), Percy Williams (left)
James A. Ball (right)

Looking back over my track activities, the greatest thrills I experienced were at the last Olympics. Representing our own land, and matching strides with the world's best, the thrill of meeting, training and competing with international stars, men of every country I had heard about and hardly expected to see, yet alone compete against, were events long to be remembered.

Then again, there have been many outstanding performances that I have witnessed and remember clearly: Percy Williams' double sprint victory at Amsterdam; the ease with which Paavo Nurmi runs away from his fields; watching George Spitz, the New York schoolboy, jump six feet seven and one quarter inches; and seeing Sturdy, of the United States, pole-vault fourteen feet at Madison square to beat our Canadian champion, Vic. Pickard. Being able to take part and seeing such performances more than compensate me for the hours of careful training and plodding. Track is a solitary game. It is up to the individual. One reason why it is not taken up by more athletes as a sport is because it lacks the companionship that exists on a football team, basketball team, or any other game that requires team work.

Our store programme of summer sport consists mainly of games that bring us into contact with the other fellow, and everybody should turn out and derive as much benefit and fun from them as possible.

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Our Cover Picture

Our cover picture is from a photograph of the Sir James Douglas monument and the Parliament Building, Victoria, British Columbia. The obelisk was erected by the people of British Columbia in 1879 in memory of Sir James Douglas, K.C.B., chief factor of the Hudson's Bay Company, founder of Victoria (1843), governor of Vancouver Island (1851) and lieutenant-governor of British Columbia (1858-1864). The handsome parliament building in the picture was completed in 1897 and formally opened on February 2, 1898, the cost being $981,359. New wings, as well as the Connaught Library, were added in 1915 at a cost practically equal to that of the original structure. The statue on the top of the dome represents Captain George Vancouver of the British Navy, who was sent out by the British Government to take over Vancouver island from the Spaniards in 1792.

Suggestion Bureau

THE prizes of ten dollars each for the best suggestions sent in prior to April 30 have been awarded to Mr. A. S. Champion, Calgary; Miss E. Groff, Winnipeg; Mr. J. Aulis, Winnipeg. The winning suggestions are reproduced here. Although five suggestions were received from Mr. Champion, the total number sent in was not nearly so large as should be in ratio to the staffs employed at our various stores. This is your suggestion bureau, and if you have ideas for the betterment of our service to our customers, the more economical conducting of the store as a whole or of a department or section, or for the improvement of any other feature of our store operations, you are invited to send them in. Every suggestion will be carefully considered *as a suggestion*, and not from its form of presentation. And we reiterate, often the simple, almost trivial idea may be of great value. This is not a competition; it is a suggestion bureau for the good of the service. Suggestions for September issue should reach your store manager not later than July 31.

KNOWING THE "WHY" OF PRICE RANGE

I suggest that in their weekly department meetings, buyers should select one or two items of merchandise in the higher price ranges and demonstrate at least two reasons why it is to a customer's ultimate advantage to pay an additional sum for the better article, *and see that the clerks write these reasons down.*

The above idea occurred to me whilst I was in the notions department, for this is what took place: I mentioned that I would like to buy a pair of scissors. Said the clerk, "Certainly, do you want them at 35c, 75c, 90c or $1.25." I told her I would like to see them; to which I got the astounding reply, "Here are the 35c ones." In the course of the ensuing three or four minutes, during which time she somewhat reluctantly took down one other pair for me, a beautiful little tool, even to my inexperienced eye, and priced at 90c. She repeated no less than four times, "These are the 35c ones." Despite the fact that I bought the 90c ones, the fact remains that *she didn't know one single reason why I should pay 90c when I could get a pair for 35c.*

I know that no steps will be taken to trace this sales girl's number, and that is the only reason I mention it. Her buyer may never have given her a reason. He may never have suggested to her that she should keep a sample of material on hand, give the scissors over to the customer and let him or her *feel those scissors bite.* That scissors' bite is worth more than any salesman's bark.

There are many articles that could be put into the customer's hand for a personal demonstration, and when this is done we will find ourselves selling higher grade merchandise.—*A. S. Champion.*

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THE WRONG DEPARTMENT

I find that a large number of customers are being sent to the wrong place when they ask for a certain department. I think it would be to our advantage if we would have the changes down in the time office on the notice board. There are quite a few employees who are directing customers incorrectly, according to the customers, and they usually say that they inquired on the main floor. Also, in purchasing a certain article, quite frequently customers come to our department for articles that are being sold in other departments and say that they have been directed here. If employees have time, I think it would be a good idea to phone and enquire, if no one around her or him knows which department is the correct one.—*Miss E. Groff.*

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NUMBERS ON GROCETERIA REFRIGERATORS

Would it not be a good idea to have the doors on the groceteria refrigerators numbered, say 1, 2, 3, 4? I have seen so many customers open door after door to find what they wanted. I have heard them ask a girl on the floor where they would find yeast cakes, the girl would say, "In the 'fridge, madam." If the doors were numbered the girl could say, "Door number 2 or 3," as the case might be. It would save the girl going to show the customer; and the customer would remember the number, and next time would know where to get it. It would be just the same with butter and eggs. The customers would soon get to know just what door to go to.—*J. Aulis.*

HBC Staff Promotions

(*Stores Department*)

WINNIPEG

Employee	*Former Position*	*Promoted to*
Chesshire, R. H.	Manager Coal, Lumber, Fill. Stn.	Also charge of Electric Appliances
Connon, J. A.	Asst. Merchandise Office	Correspondence Secretary
Dampier, Miss D.	Sales Clerk	Asst. Manager Ladies' Underwear
Funnell, O.	Sales Clerk	Asst. Manager Hardware Dept.
Hatch, Miss F. A.	Sales Clerk	Buyer Women's and Children's Wear, Yorkton
Horwood, W. P.	Manager Aisle Tables	Manager Tobacco Dept., Vancouver
McBride, C. E.	Correspondence Secretary	Manager Aisle Tables
McCormick, R. S.	Salesman	Asst. Buyer Food Depts., Calgary
Rea, W. N.	Underwear Buyer Economy Flr.	Underwear and Corset Buyer, Calgary
Smale, T. E.	Floor Manager	Manager Shoe Dept., Economy Floor
Standfield, R. E.	Asst. Merchandise Manager	Manager Calgary Store
Stuppard, Wm.	Asst. Music Buyer	Music Buyer, Calgary Store
Torrance, Mrs. P. V.	Sales Clerk	Store Hostess
Ward, H.	Asst. Manager Restaurant	Managar Restaurant, Calgary Store

EDMONTON

Employee	*Former Position*	*Promoted to*
Usher, John	Credit Manager	Credit Manager Calgary Store

VANCOUVER

Employee	*Former Position*	*Promoted to*
Campbell, Mrs. P. B.	Children's Wear Buyer	Buyer Children's Wear and Corsets
Easton, R.	Clerk, Traffic Office	Traffic Manager
Flett, W. G.	Buyer Coats, Suits and Underwear, Economy Floor	Also charge of Children's Outfitting and Millinery, Economy Floor
Kelly, Miss O.	Sales Clerk	Asst. Buyer Art Needlework
Low, M.	Buyer Meat Dept.	Charge all Food Product Depts.
Rutherford, Mrs. M. G.	Sales Clerk	Asst. Buyer Ready-to-Wear, etc., Economy Floor
Shattock, H.	Asst. Display Dept.	Acting Display Manager
Smith, H. St. J. Brock	Advertising Office	Acting Advertising Manager
Thomas-Peter, T. B.	Asst. Credit Manager	Credit Manager, Edmonton Store
Smith, J. A. C.	Collector	Assistant Credit Manager
Thurston, D. L.	Buyer Sporting Goods	Also charge of Toys

Work—and a Little More

Do your work—not just your work and no more, but a little more for the lavishing's sake; that little more which is worth all the rest. And if you suffer, as you must, and if you doubt, as you must, do your work. Put your heart into it and the sky will clear. Then out of your very doubt and suffering will be born the supreme joy of life.—*Dean Briggs*.

"I would rather be sick than idle."—*Seneca*.

Do You Know That

AN interesting visitor at Fur Trade Commissioner's office the other day was Chief Trader W. Cornwallis King. He is now eighty-seven years of age, and has the distinction of being the oldest living Hudson's Bay Company commissioned officer. Just seventy years ago, concurrent with the date of this issue (1st June), W. Cornwallis King entered the service of the Company. He retired on pension in 1902.

W. J. Thorogood, of the Land Department, Winnipeg, plays for "The Toilers," Manitoba's basketball champions, and was one of that fine team which recently beat St. John's, Newfoundland, for the 1932 basketball championship of Canada. This is the third time Mr. Thorogood has been on the Canadian championship basketball team.

John Wilson has been the Company's messenger in Winnipeg for fifty-one years. He is seventy-two years of age and still uses his bicycle summer and winter. He is the picture of health and youthfulness and has few grey hairs in his head. Apart from holidays, he has never been a day off duty through sickness or for any other reason.

Jimmy Ball, of our Winnipeg store, who has written a special article on physical training for this issue of *The Beaver*, holds the Canadian record of 48 3/5 seconds for the 400 metres race, performed at Hamilton, Ontario, in 1928. He is the only Canadian ever recorded as having done 400 metres in 48 seconds (Amsterdam Olympic Games, 1928) and his Irish records of 21 3/5 for 200 metres, 21 4/5 for 220 yards, and 48 4/5 for 400 metres, made in Dublin in the same year, still hold good.

The total membership of the various athletic clubs associated with the Victoria Beaver Club amounts to nearly two hundred, representing considerably over fifty percent of the staff, a record, probably, which few of the Company's stores can equal. This number is exclusive of the hiking parties which have been making pilgrimages into the country every two or three weeks. The various branches of sport in which the Victoria store Beaver Club members take part are cricket, tennis, lawn bowling, soft ball, football, badminton, carpet bowling, alley bowling, basketball, billiards and swimming.

* * *

"Life is a tender thing and is easily molested. There is always something that goes amiss. Vain vexations—vain sometimes, but always vexatious. The smallest and the slightest impediments are the most piercing; and as little letters most tire the eyes, so do little affairs most disturb us."—*Montaigne*.

HBC Poets' Page

Dawn

Slowly the glimmering light of day arose,
Faint tinge of colour in the farthest East,
And Zephyr, mildest wind that blows,
Gambolled among the trees.

Softly the wakening trees shook out their leaves,
Rustled a welcome; and on the branches
Sleep-laden birds once more began their song,
'Til very choirs of joyous notes
Resounded through the wood. While on the bank,
The oldest frog of all croaked his last warning
'Til night should fall again.

And on the
Green carpet 'neath the whispering trees,
Small furry creatures, their long ears alert,
Nibbled the sweet grass still soaked in dew.
Out on the lake, two ducks swam, slowly quacking
Their welcome to the day. Then, all at once,
The world was clad in palest pink,
And once again the shining sun came up
To bid "Good morrow" to a happy world.

—*Frank H. Geddes.*

The Exile's Prayer

I pine for England's leafy lanes,
The shady woods of Kent and Devon,
To see the hedgehog skulking round,
And salmon leap in Dee and Severn.

The Battle river fails to charm,
Though fossils strew its sandy shallows;
And Manitoba's glamourous past!
I've trod too oft its glebes and fallows.

What though with geese I'm loaded down,
And teal extend my gory pocket,
I love to tramp those grassy ridges,
Where leverets bolt, and pheasants rocket.

I know a brook down Grantham way,
Where myosotis, rush, and sedge are,
With moor-hens swimming in its pools,
And wagtails gleaning round its edge are.

I miss an old grey manor house
With Gloire-de-Dijon rambling over;
I miss the scent of new mown hay,
And clouded yellows 'mid the clover.

I crave one hour on Richmond Hill,
One splendid burst with Quorn or Belvoir,
One summer day on Wroxham Broad,
'Neath sunny skies and steady breeze o'er.

To breathe once more the English air,
See once again the cliffs at Dover,
To hear the corn-crakes mournful cry,
And know at last my exile's over.

—*J. H. Robinson, Victoria, B.C.*

Mackenzie

The heather blows! The heather blows!
And low one star is shining;
The purple shadows hasten down
The gulf of day, declining.
The cotter's dwelling nestles close
To the hills' gray shadows massing;
Around, the regal tapers flame,
For regal day is passing.

On yonder hill a Scottish lad
Sees in that sea of glory
A call that makes an iron man
And lends his fame to story
To West! To West! A clarion note,
Subdued but ringing ever;
To high adventure weds the soul,
That purpose pledged forever.

Where Chipewyan's soft sighing pines
Against the mountains lean,
Where Athabasca's rolling tide
Pours granite walls between,
Where flying spume and lowering cloud,
Toss up the roar and rack,
In rough log post the white man trades
And flies the Union Jack.

"Come, brother, let us both away!
The roar of the surge is loud."
The Redman looks with inscrutable eyes
Where the mountains cleave the cloud.
But the mighty urge of the white man's soul
Carries the Redman through.
And on a day, from a lofty peak,
The Pacific rolls to view.

Now West is East, the quest is done:
He has forged the mountains through,
The Northern riddle gives up her dead,
What more can a white man do?
Look outward, sires, to the Eastern sun,
A thousand millions ten!
Up follow the high, white, outward trail
And path for the souls of men.

—*Isabel Bayne.*

Hudson's Bay Company Posts

Mackenzie River-Athabasca Districts

No. 4—FORT NORMAN

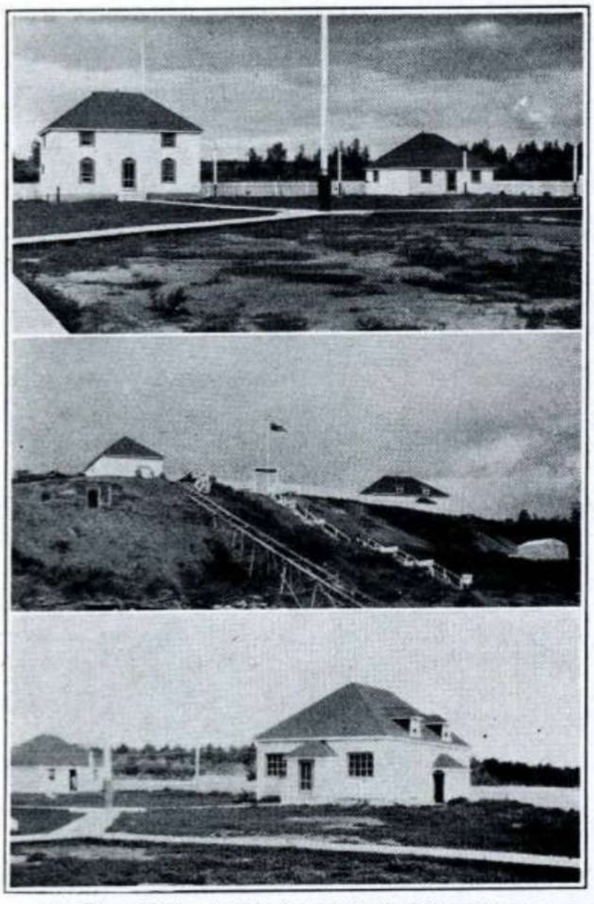
By GEORGE PENDLETON,
Hudson's Bay Company

FORT Norman was established by the North-West Company in the year 1810 at the confluence of the Bear and Mackenzie rivers, and in 1821 was taken over by the Hudson's Bay Company. A few years later it was moved some thirty-five miles up stream, but in 1851 high water swept the buildings away, though occupants and merchandise were saved. The post was at once re-established at the mouth of Bear river, and after several more slight changes of site, the buildings were finally located on the plateau, two hundred feet above the river. From time to time small changes were made until in 1929 the whole establishment was remodelled.

The post commands a fine view of the river and the mountainous country on either side of it. Bear Rock, rising to a height of thirteen hundred feet above the river, is an impressive feature of the scene.

In 1920 Fort Norman became the centre of great activity by the discovery of oil, and the Imperial Oil Company brought in a seventy-barrel well fifty-three miles below the post.

For some years the vicinity of Fort Norman has been known to possess mineral possibilities. As far back as 1789, Sir Alexander Mackenzie wrote of the existence of burning beds of coal on the banks of the river which now bears his name, a few miles from the Hudson's Bay Company post. The coal is still burning and can be seen smoking by day and smoldering by night. The origin of the fires is a matter of speculation, but whether caused by lightning or human agency forms one of the sights of the river. Hearne, Franklin, Richardson and others told of the existence of copper and other minerals to the east and north to the Arctic from Great Bear



Dwelling, Hudson's Bay Company, Fort Norman Post
Fort Norman Post
Store, Fort Norman

(Photos by Geo. Pendleton and W. T. Winchester)

lake, but not until Gilbert LaBine,

first seeing from the air and later finding by laborious prospecting, mineral outcrops, was the potential wealth of the country fully realized. It is known that pitchblende beyond anything yet discovered exists there, while silver ore of unbelievable richness has been found this year.

But this takes us away from Fort Norman and leads us to "La Grande Lac des Ours." Near the post, Great Bear lake empties its vast waters into the Mackenzie river by means of Bear river. The cold clear waters of the lake pour a beautiful greenish-blue flood into the Mackenzie in a broad stream which travels miles before it loses its identity in the turbid northern highway? Seventy-five miles up the Bear river, the lake opens up. It is not yet completely mapped, but when properly surveyed it will doubtless rank second in North America to the great Lake Superior. It is estimated to be over 12,000 square miles in area.

Near the entrance of the river is situated Fort Franklin, where a new post for the Company comes into existence on the first of June this year.

According to Abbé Petitoe, the first establishment at this place was erected by Alexander Mackenzie (not Sir Alex. Mackenzie), of the North-West Company, in 1799. Later, in 1825, buildings were erected here by Chief Factor Peter Warren Dease as the winter quarters for Franklin's expedition. The buildings were occupied during the winter of 1825-6, and in his journal the explorer states that they had been erected on the site of an abandoned post.

The present mineral development on Great Bear lake is some two hundred miles east of Fort Franklin. The lake is prolific in fish, especially whitefish and a very large species of lake trout.

Native life around Fort Norman is represented by Hare Indians, who numbered, in 1929, three hundred and twenty-five. They hunt chiefly to the east of the post into the Great Bear lake country. The Dog Ribs are found to the south of the lake.

Fort Norman is at present in charge of William T. Winchester, who is assisted by Apprentice Clerk R. E. Howell. Among the former post managers have been William Irwin (B), Joseph Hodgson, Chris. Harding, T. C. Gaudet and O. Rheaume.

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Canadian Census Figures, 1931

PROVINCES	1931	1921	Increase or decrease 1931 over 1921	
			Number	P.C.
CANADA	10,374,196	8,788,483	1,585,713	18.04
Prince Edward Island	88,038	88,615	—577	—0.65
Nova Scotia	512,846	523,837	—10,991	—2.09
New Brunswick	408,219	387,876	20,343	5.24
Quebec	2,874,255	2,361,199	513,056	21.72
Ontario	3,431,683	2,933,662	498,021	16.98
Manitoba	700,139	610,118	90,021	14.75
Saskatchewan	921,785	757,510	164,275	21.68
Alberta	731,605	588,454	143,151	24.34
British Columbia	694,263	524,582	169,681	32.34
Yukon	4,230	4,157	73	1.76

Northwest Territories..........	7,133	7,988	—855	—10.70

Fur Trade Causerie

Centre, Fur Trade Commissioner, Ralph Parsons; Right, R. A. Talbot, District Manager, Keewatin; Left, A. C. Clark, Post Manager, Norway House
Taken at Norway House by Pilot Buchanan, Canadian Airways

FUR TRADE COMMISSIONER'S OFFICE

Among the visitors to the office since the last issue were Bishop Sovereign, Bishop Geddes, Bishop Dewdney and Archdeacon Fleming, who called at various times while attending a church conference in Winnipeg; also Bishop Breynat and Colonel J. K. Cornwall.

The *Baychimo* crew arrived in Vancouver early in March, having been transported to Fairbanks by aeroplane and thence by rail and steamer via Seward. Captain S. A. Cornwell, Chief Officer R. J. Summers, Chief Engineer H. G. Bolton and Third Engineer F. Murchie have returned to England.

The Fur Trade Commissioner visited Saskatoon and Edmonton during the early part of March, and later, accompanied by Chief Factor J. Bartleman, visited Peace River, Fort Vermilion, Little Red River, Keg River, Wabasca and Grouard by aeroplane. Later in the month, accompanied by Mr. R.A. Talbot, he flew from Winnipeg to Beren's River, Little Grand Rapids, Deer Lake, Island Lake, Norway House and The Pas, returning thence by train. During the latter part of April and the beginning of May, the Fur Trade Commissioner visited North Bay, Moose Factory and Montreal.

During the latter part of February, Mr. H. P. Warne visited the fur purchasing agencies in eastern Canada, and since then has visited the western agencies.

Colonel H. G. Reid visited Ottawa during March on transport matters.

J. Jandron, who has been inspecting the merchandising at posts in the

Superior-Huron, British Columbia and Saskatchewan districts, spent a few days in Winnipeg recently before returning to St. Maurice district to carry on an inspection there.

We welcome to Canada on his first visit, Mr. J. D. J. Forbes, fur sales manager for the Company in London. Mr. Forbes is making a business tour of the Company's fur purchasing agencies and other branches throughout the Dominion, and is also visiting a number of cities in the United States. He has been associate editor of *The Beaver* in London since the inception of our magazine in 1920, and has personally contributed numerous articles to its pages. He takes a keen interest in all social and athletic activities of the London staff and since Mr. Rendall's retirement has been president of the London branch of the Beaver Club.

Arrangements have now been completed to have the S.S. *Ungava* supply the posts in the Ungava district this year. This vessel will also carry the supplies for the Royal Canadian Mounted Police and the Department of the Interior, and, besides the Company's posts, will also call at Craig Harbour, Dundas Harbour and Bache Peninsula. All supplies for James Bay and Nelson River districts will be shipped to Moosonee and Churchill by rail and distributed to the posts from there by our local vessels.

The M.S. *Karise* has been chartered to replace the S.S. *Baychimo*, and will supply the Western Arctic posts this season. The M.S. *Fort James* will distribute supplies for Ungava Bay posts from Port Burwell, while the M.S. *Fort Garry*, with assistance from the *Fort James*, will supply Labrador posts.

Mr. W. E. Brown returned to Winnipeg recently, having completed an inspection of posts in British Columbia district. He has now been transferred to Mackenzie-Athabasca district as inspector.

Mr. Hugh Conn left for Churchill on 27th May and will inspect the various posts in the Nelson River district from that point during the summer months.

Mr. A. B. Cumming will succeed Mr. Wm. Ware as district manager in British Columbia on the retiral of the latter on pension at 31st May, 1932.

Under a redistribution of posts in the central districts, the Keewatin district has been absorbed by Saskatchewan and Nelson River districts, and the following is the new distribution of the posts:

Saskatchewan District—Norway House, Cross Lake, Oxford House, God's Lake, Island Lake, Beren's River, Little Grand Rapids, Fort Alexander, Deer Lake, Cedar Lake, Pelican Narrows, Cumberland House, Pas Mountain, Montreal Lake, Lac la Ronge, Green Lake, Ile a la Crosse, Souris River, Clear Lake, Stanley, Pine River.

Nelson River District—York Factory, Severn, Trout Lake, Churchill, Nonala, Eskimo Point, Chesterfield, Baker Lake, Repulse Bay, Caribou, Wager Inlet, Padley, Pukatawagan, Nelson House, Wabowden, Split Lake, Gillam.

Portage la Loche and Le Goff have been transferred to MacKenzie-Athabasca district.

Mr. R. A. Talbot has been appointed to the charge of the new Saskatchewan district.

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BRITISH COLUMBIA DISTRICT

The district manager left on 14th March to install W. S. Russell as manager at Hazelton post, to succeed W. W. Anderson, who is being superannuated.

Others in the district to be superannuated are H. Ravenel, of Fort Grahame, and M. Larsen, of McDames Creek.

W. E. Brown returned to Vancouver on 5th March after an inspection trip of the British Columbia district posts.

L. F. Murphy, manager at Fort St. James, was married to Miss Violet Day, of Vanderhoof, on 30th April.

W. W. Anderson was operated on for appendicitis and is now well on the way to recovery.

Congratulations to S. Hodgkinson, of the district office, on the addition of a son to his family on 29th March.

The following were visitors to the district office during the last quarter: George W. Allan, K.C.; Chief Factor James Thomson, P. A. Chester, general manager; A. H. Doe, T. Smellie, John Poitras, G. H. McKay; A. H. Bryant, of Cassair Hydraulic Mines Limited; Wm. Ogilvie, of Consolidated Mining and Smelting Company.

The rivers and lakes opened early this spring, and freighting commenced about the first week in May.

An unfortunate accident took place at Kagainagami post on March 12, when Pilot Dean of the Canadian Airways Limited, in transporting supplies for the Company, crashed in landing and lost his life. The following is an extract from a letter we have received from Mr. G. A. Thompson, operating manager of the Canadian Airways Limited, relative to the prompt assistance rendered by E. E. Bates, our manager at Kagainagami, at the time of the accident:

"Mr. Bates was watching the machine approach, but lost sight of it just prior to landing behind an island. On seeing smoke arising from behind the island, Mr. Bates ran to the machine and pulled the pilot's body from the wreckage. While he was doing so, the machine was burning, the flames having just reached the pilot's cockpit. Mr. Bates displayed courage of no mean order, as the flames were then close to the gas tanks, which might have caught fire and exploded at any minute. . . . The courage shown was of a very high order, particularly as Mr. Bates probably could see from the wreck that the pilot was already beyond assistance."

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MACKENZIE RIVER TRANSPORT

The first trip of the season left Peace River on 7th May with a fair complement of freight. The manager made trips to Fort Vermilion and Hudson's Hope during May.

H. N. Petty, general agent, and staff left Edmonton for Waterways on 19th April. The last lap of the journey was made by boat and canoe as a result of the floods which submerged a part of the Northern Alberta Railways' track. The Tar Island shipyard, sixteen miles below Waterways, was also flooded, causing considerable inconvenience during the annual repairs to vessels there.

G. H. McKay, accountant, and the balance of the staff arrived at Water-

G. H. McKay, accountant, and the balance of the staff, arrived at Waterways on 10th May.

Captain T. F. Smellie is being transferred to the command of S.S. *Ungava* on her voyage to the Eastern Arctic.

MACKENZIE RIVER AND ATHABASCA DISTRICTS

J. J. Loutit, post manager from Fort Chipewyan, arrived in Edmonton in April to make arrangements for the annual spring trip by scow down the Athabasca river from Fort McMurray.

A party of six, under Mr. J.M. Stagg, constituting the British Polar Year Party, is proceeding to Fort Rae in June, and will remain there for eighteen months carrying out exploration work investigating problems of meteorology, terrestrial magnetism and aurora. A similar expedition was made in 1882-83. The party are carrying out their work and are to be housed in buildings belonging to the Hudson's Bay Company.

Much activity has taken place at Great Bear Lake during the past winter and a considerable number of prospectors have been taken in by plane. There is little indication of what further activity will take place during the summer.

Apprentice Sime, while on a trip with dog team from Fort Nelson to Nelson Forks in February, had one of his feet badly frozen and had to remain at Fort Simpson for the remainder of the winter in order to receive proper medical attention. At the time of going to press, his foot was progressing very nicely, although he was still unable to walk properly.

It is reported that the Canadian Airways are putting in a radio telegraph station at Fort Rae during the coming summer.

Congratulations to Mr. and Mrs. R. W. Dodman on the birth of a son at Arctic Red River on 23rd February.

Apprentice D. Shaw from Wabasca is going to Fort Fitzgerald in June and Apprentice B. H. Geddes from LeGoff post is replacing Mr. Shaw at Wabasca.

It is with deepest regret we announce the death of Mrs. F. Stanton at Edmonton on 28th April. Our sincere sympathy is extended to Mr. Stanton and their only son in their bereavement.

Deep snow and low temperatures have been experienced during the spring, and now that the snow has gone, high water is having to be contended with at all places in the North, which is proving detrimental to the spring hunt. At Fort McMurray the high water did much damage and caused great inconvenience to the local inhabitants.

The ice went out at Peace River town on Sunday, 17th April, and the ice in the Athabasca river also moved at Fort McMurray on the morning of 19th April.

John Melven retired May 31. Mr. Melven commenced at Fort Qu'Appelle under Chief Factor Archibald McDonald in 1908, and since then has been at Norway House as Keewatin district accountant, at Fort Vermilion as accountant, at York Factory as Nelson River district accountant, and in the Mackenzie River and Athabasca districts as inspector since 1921. The best wishes of the staff are extended to Mr. Melven.

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WESTERN ARCTIC DISTRICT

On account of ill health, L. T. Rader came out from Fort Collinson this spring and is at present at Coppermine, from which point he expects to fly out to Edmonton about July 1. David Wark, formerly at Read Island, has been transferred to Fort Collinson to replace Mr. Rader.

Inspector William Gibson travelled by dog team from Baillie Island to Coppermine in March, returning to the former post during April and May. He inspected Letty Harbour, Read Island, Bernard Harbour and Fort Hearne posts while on this trip.

The *Baychimo* has been heard from again since the last issue of *The Beaver*. A telegram from Point Barrow on March 24 advised that she had drifted in near shore in the same patch of ice in which she disappeared last December. She was reported as boarded by Eskimos but drifted off to the westward on March 21 with a northeast wind. She has not been heard of since that date.

The motorship *Karise* has been chartered for this season's Western Arctic voyage. She is a very suitable vessel for the trade, 150 feet long, gross tonnage 542, two masted, wooden construction, very strong, with Diesel engines. She will sail June 30 from Vancouver, with Cambridge Bay and Fort Collinson the farthest points on her itinerary. Of the *Baychimo* crew, Messrs. Summers, Kightly and Jamieson will sail in her.

Charles Reiach returns from furlough on June 1 and will proceed to a post in the Western Arctic district.

F. R. Ross and E. J. Gall will be returning to the district on the M.S. *Karise*.

R. H. G. Bonnycastle, district manager, leaves Winnipeg on June 9. He will proceed via the Mackenzie river on the S.S. *Distributor* to Aklavik, thence to Herschel Island, where he will join the *Karise* for her voyage to eastern posts, eventually returning to Vancouver with her.

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SASKATCHEWAN DISTRICT

W. Gowans, apprentice clerk, was transferred to Ile a la Crosse post from Green Lake post in January.

J. Lawrie, apprentice clerk, was transferred to Green Lake post from Ile a la Crosse post, also in January.

Factor A. B. Cumming, district manager, returned to district office on March 14, after visiting the posts at Green Lake, Ile a la Crosse, Pine River, Clear Lake, Buffalo River, Souris River and Portage la Loche. Accompanied by Mr. R. A. Talbot, manager Keewatin district, he visited the following posts by plane in April: Cumberland House, Pelican Narrows, Lac la Ronge, Ile a la Crosse and Clear Lake.

Congratulations to Mr. and Mrs. Frank Reid, Green Lake, on the birth of a son on May 2, the 262nd anniversary of the granting of the Royal Charter to the Hudson's Bay Company.

Factor A. B. Cumming, district manager, left for Vancouver, B.C., on May 13, where he will take up the duties of manager of British Columbia district.

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KEEWATIN DISTRICT

KEEWATIN DISTRICT

The district manager returned from his winter inspection trip of the following posts the latter part of March: Pukatawagan, Nelson House, Norway House, Oxford House, God's Lake, Island Lake, Beren's River, and Little Grand Rapids.

Our manager at Gillam post had the misfortune in March to drive a nail into his knee while in the act of breaking kindling wood. We are glad to say that he has recovered and is once more on the job.

Apprentice Clerk W. G. McKinnon, of Wabowden, relieved G. T. Bremner, post manager at Gillam, for two weeks while on leave of absence. On his return to the post, Mr. Bremner took back with him his bride. We wish this young couple every success.

Mrs. A. W. Gunn, wife of our post manager at Deer Lake, arrived in the city by aeroplane the latter part of March. We understand it is Mrs. Gunn's intention to remain in the city until sometime during the coming summer.

The district manager made an inspection trip to Fort Alexander during the latter part of April.

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SUPERIOR-HURON DISTRICT

A daughter was born to Mr. and Mrs. Wm. Gregory, of Red Lake, at Island Falls on December 18, 1931. The baby has been given the name of Phyllis Barbara.

Wm. Murray, late of Western Arctic district, has been transferred to the charge of Lansdowne House post, replacing J. A. Wilkie, who retired from the service. A daughter was born to Mr. and Mrs. Murray, at Vancouver, in early March. Mrs. Murray and the two children are at present residing in Vancouver.

Inspector M. Cowan recently visited Pine Ridge, Red Lake, Cat Lake, Osnaburgh, Bucke, Allanwater, Cavell, Long Lake, Peterbell and Gogama posts.

District Manager S. J. C. Cumming visited Minaki, Hudson, Cavell, Temagami, Mattice, Lac Seul, Red Lake, Grassy Narrows, Pine Ridge, Cat Lake and Osnaburgh in the late winter and early spring.

The Pagwa transport commenced freighting this year on May 6, when sufficient water was reported, the lowest depth being four feet.

The winter season throughout the district this year was abnormal as regards snowfall, which greatly hampered the trappers in their work. The trails and portages at times were almost inaccessible owing to the tremendous drifts which were encountered.

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ST. LAWRENCE AND ST. MAURICE DISTRICT

During the last quarter we have received visits from Col. H. G. Reid, Dr. H. F. Lewis and Inspector C. C. Parker, of Ottawa, and Messrs. C. G. Dunn and Garon Pratte, of Quebec, as well as customary calls from W. E. Swaffield and F. C. Gaudet.

W. C. Newbury had to return from an inspection trip to undergo a severe operation, from which he has now quite recovered.

By the last mail from Chibougamau post in February we learned with regret of the death of Mr. and Mrs. A. S. Ritchie's baby girl.

Supplies for two or three of the St. Maurice inland posts were delivered by aeroplane during the winter. The district manager also visited Barriere and Manowan posts by this means.

Apprentice W. S. Carson, stationed at Obijuan post for the winter, had to come to Montreal in April for an operation for appendicitis.

Mr. and Mrs. J. E. Love are proud parents of a son born during April. Mr. Love came up from Mingan fur farm to Montreal in May to meet his wife and baby.

G. S. Fowlie, Pointe Bleue post manager, was in for a day or two on business.

Apprentice J. A. Wynd has been transferred to Superior-Huron district as post manager at Allanwater. Apprentice J. H. Gausden has replaced him at La Sarre, and Apprentice J. Thevenet has gone from Weymontachingue to Bersimis.

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LABRADOR DISTRICT

The M.S. *Fort Garry* and *Fort James* are now ready to proceed to St. John's to load cargo for our Labrador posts. Ice conditions permitting, they will get them away on their first voyage May 25. The M.S. *Fort Garry* will make her first trip to Rigolet and Northwest River, while the M.S. *Fort James* will take cargo for Frenchman's Island and Cartwright.

The death of Kenneth Prowse, of the old firm of Robert Prowse & Sons, occurred since writing our last notes. The late Kenneth Prowse was agent for the Hudson's Bay Company at St. John's about twenty-two years ago.

Messrs. D. G. Clark and J. Simpson will be returning to St. John's at the end of May, and will proceed from here to their posts on Labrador during the first week in June.

The district manager expects to sail from St. John's during the last week in May and will be absent until early October.

A. G. Miles arrived here from Montreal March 26 to take over the district office accounts.

During the last week in April, Rev. Father O'Brien, who is the Newfoundland missionary to the Indians at Northwest River and Davis Inlet, gave an illustrated lecture at the Crosbie Hotel, in which he showed some very interesting pictures of life at the posts.

The Newfoundland sealing results have been disappointing this year, the whole catch only amounting to approximately 48,000 seals.

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UNGAVA DISTRICT

W. T. Henry has been transferred from St. John's office to Ungava district office as district accountant.

A. Copland is at present employed at district office, having recently returned from a visit to Scotland.

Inspector A. H. Joy of the Royal Canadian Mounted Police died suddenly at Ottawa on 29th April. He was well known in the Eastern Arctic and will be greatly missed by his colleagues and our staff in the North.

Mrs. J. S. C. Watt, of Rupert's House, visited Montreal at the end of March.

At an impressive ceremony at Montreal recently, Bishop Turquetil was consecrated Vicar Apostolic of Hudson Bay and Titular Bishop of Ptolemais.

Another link with the Arctic has been broken by the death in England of Rev. J. W. Bilby, who was for some years Anglican missionary at Lake Harbour and Blacklead Island. He was author of "Among the Unknown Eskimo."

Ven. Archdeacon A. L. Fleming, Archdeacon of the Arctic, was a recent visitor to district office.

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JAMES BAY DISTRICT

The townsite of Moosonee, terminus of the Temiskaming and Northern Ontario Railway, is to be officially opened in July next. Previous to this time, however, probably during the latter part of May, lots are to be sold by auction. The railway company are at present building a bungalow hotel to accommodate about forty guests at all seasons of the year, and for the summer months there will be additional lodges erected adjacent to the main building. Station and terminal facilities are also under construction and a station agent and postmaster will be in residence by the time this goes to press. Thus proceeds the coming of a newer "civilization" to a former civilization dating back 261 years.

Dr. W. L. Tyrer, Indian agent, visited Rupert's House, Eastmain and Fort George posts during February.

Mrs. J. S. C. Watt arrived at Moose Factory from Rupert's House on 2nd March on her way out to Montreal and Quebec, accompanied by her two children, Hugo and Jacqueline. She returned to the district on 9th April and experienced no little difficulty on the return trip to Rupert's House, taking one week to travel ninety miles, due to storms and extremely mild weather.

R. H. Cook, outpost manager at Ghost River, visited Albany during February on business. D. C. Bremner, manager of Kanaaupscow outpost, also visited the parent post, Fort George.

H. Ambrose, post manager at Eastmain, accompanied Mrs. Ambrose as far as Moose Factory with the regular East Coast packet in March. Mrs. Ambrose will stay at Moose Factory until June.

E. G. Cadney, chief engineer, M.K. *Fort Churchill*, was at Moose Factory for three weeks overhauling the engine of the M.B. *Dorothy*. He is now attached to Revillon Freres Pagwa transport, but will take up his duties on the M.K. *Fort Churchill* about June 15.

Mr. Hand, of Revillon Freres Attawapiskat post, was a visitor to Moose Factory in April. Mr. Graham, of the same firm, returned from furlough in the Old Country and accompanied Mr. Hand back to Attawapiskat.

W. H. Houston, formerly apprentice at Nemaska post, has been transferred to Rupert's House as assistant.

A. H. Michell, M.S. *Fort Charles* and tractor transport engineer, is now stationed at Moose Factory in connection with the handling and transportation of supplies from the railroad to the warehouse and dock.

E. A. Black and R. Gordon, formerly post managers in the district, and now on furlough in the Old Country, were both recently married and the felicitations of the staff are extended to them and their wives.

FACTOR WILLIAM WARE RETIRES

Factor William Ware, who has been associated with British Columbia District for thirty-seven years, is retiring on pension at 31st May, 1932. Mr. Ware was born in England on September 27, 1872, and entered the service of the Company, June 1, 1895, and, except for three years spent in charge of the St. Lawrence district, has served all his time in various capacities in British Columbia district. After being stationed at Stuart Lake, McLeod's Lake, Babine, Victoria, Telegraph Creek and Hazelton, he was made inspector for British Columbia in 1920, assistant district manager in 1921, and district manager in 1927. Mr. Ware was presented with the Company's long service silver medal and two bars in 1920, and with the gold medal in 1925, to which the gold bar was added in 1930. His many friends throughout the fur trade join in wishing him many years of health in which to enjoy his well earned rest.

* * * * *

WM. McLEOD RETIRES

Wm. McLeod entered the Hudson's Bay Company's service at Moose Factory in 1883. Last autumn, concurrent with the arrival of the railway at Moose Factory and the last of the packets, he retired, having completed forty-eight years of unbroken, faithful service, and having gained the Company's gold medal and two gold bars.

His father, a Highland Scot, was for many years in charge of New Post. When Wm. McLeod first served at Moose, James L. Cotter was factor, and it was then the custom for all the post managers of the district to visit the factor at Moose Factory three times a year. In those days, the mail was a matter of far greater moment than it is today, for then the English mail arrived at Mattawa only three times a year, whence it had to be brought to Moose Factory by the old-time methods.

In the days when the ship from England anchored at the mouth of the Moose river, Wm. McLeod captained one of the scows employed for unloading. He also assisted in erection work at Charlton Island, where, after the discontinuance of Moose River as a harbour, the ship from Montreal has for a number of years discharged its cargo. Wm. McLeod worked at Moose Factory as a carpenter and also erected buildings at a number of posts in James Bay.

The best of good wishes go with him in his retirement, and we are pleased to learn he intends to remain at Moose Factory.

*

A woman was taking her small boy around the Louvre in Paris. When they came to Venus she said severely, "Now you see what happens to people who go biting their nails."

"An awful lot of girls are struck on me." "Yes, they must be an awful lot."

"How do you like me in my new gown? I got it for a ridiculous price." "You mean you got it for an absurd figure."

"Is your boy Josh ambitious?"
"Yes," replied Farmer Corntossel. "He's plannin' to be so rich an' successful that already he's beginnin' to look on me as a sort o' poor relation."

Obituary

JOHN R. BUNN

On Thursday evening, April 21, Mr. John R. Bunn, retired inspector of Indian affairs in Manitoba, died at his home in Winnipeg. Mr. Bunn, who was seventy-six years of age, had suffered the amputation of a foot on March 14, and seemed to be making good recovery when he passed suddenly. He was buried in St. John's churchyard.

Mr. Bunn is of the fourth generation of his family in the Red River valley. His great grandfather came to Canada in 1819 in the service of the Hudson's Bay Company. The well known Dr. John Bunn, who did much public service at the Red River, was J. R. Bunn's grandfather.

J. R. Bunn was born at Fort Garry in 1856 and educated at St. John's College. On leaving St. John's, he entered the service of the Company at Lower Fort Garry in 1873, and he served with the Company there and at Rat Portage until 1893. After retiring from the Company's service, he received the government appointment of inspector of Indian agencies for Manitoba, for which his experience made him well suited.

Mr. Bunn was a keen sportsman and much beloved by all who knew him.

* * * * *

JAMES L. WASHINGTON

It is with deep regret that we record the tragic death of Jimmy Washington, of Victoria store, who met with a motor cycle accident on May 1. Jimmy was associated with the Victoria store display department and was one of the most popular members of the staff. He took a keen interest in the store's athletic activities and was particularly popular in the badminton club. To his sister and other members of the family heartfelt sympathy is extended.

❧

Some Bible Wisdom

"Drowsiness shall clothe a man with rags."—*Proverbs 23, 21.*

"Observe the opportunity."—*Ecclesiasticus 4, 20.*

"Be swift to hear, slow to speak, slow to wrath."—*James 1, 19.*

"If a house be divided against itself, that house cannot stand."—*Mark 3, 25.*

"Recompense to no man evil for evil; provide things honest in the sight of all men."—*Romans 12, 17.*

"Let the wicked forsake his way, and the unrighteous man his thought."—*Isaiah 55-7.*

"For precept must be upon precept, precept upon precept, line upon line, line upon line, here a little, and there a little."—*Isaiah 28-10.*

HBC General Court

THE General Court of the Company was held on the 28th April, 1932, in the Company's Fur Sale Room, Beaver House, London, Mr. P. Ashley Cooper, Governor, presiding. A very full report was circulated to the proprietors prior to the meeting, and the following matters dealt with in the report will be of great interest to the Company's staff in Canada: (The balance sheet is given on page 57 of this issue.)

The London books were closed on the 31st January instead of the 31st May, thus enabling the accounts to be made up four months earlier than hitherto.

Proprietors are well aware that the Company's prosperity is closely linked with general world conditions. Two of the Company's principal departments—the Stores Department and the Land Department—are dependent for their profits on the prosperity of the farming community of Western Canada, which in turn is dependent on the successful marketing of the wheat crop. Under normal conditions the Canadian farmer has to export three out of every four bushels which he grows (a larger proportion than the farmer in any other country). It can thus be appreciated how vitally he is concerned in the world wheat situation.

High records of Canadian production were set up in 1927 (480 million bushels) and in 1928 (567 millions). The years 1929 to 1931 were marked by less propitious conditions, culminating in the disastrous drought which reduced the crop of 1931 to 298 million bushels, the smallest in recent years.

The effect of this on the purchasing power of the agricultural community, on which to a large extent the sales of the Company's departmental stores ultimately depend, will be readily appreciated.

LAND DEPARTMENT

The Land Department has been reorganized and its efficiency greatly improved. Appreciable reduction in expenditure has been made, but by no means in proportion to the decrease in receipts, as considerable expense is still being incurred in bringing the records up to date. During the year under review a thorough inspection and classification of the Company's property was undertaken in view of the importance of the decisions which had to be made in respect of it.

STORES DEPARTMENT

The absence of satisfactory central administration in Canada, to which reference is made later in the report, contributed to the lack of success of store operations. With a view to remedying this state of affairs the administrative principles laid down by the Board for the Company as a whole have been followed by the Canadian Committee, namely, decentralization of local operative management coupled with central control of broad lines of policy. Since the beginning of last year several changes have been made in managerial personnel, and so far as can be seen these changes have been beneficial.

WHOLESALE DEPARTMENT

During the course of the past year it was decided to discontinue a large part of the wholesale business carried on by the Company. It appeared quite clear to the Canadian Committee, and in this view the Board concurred, that the possibility of operating this department profitably no longer existed and that the better course was to concentrate on such special lines as could be handled economically and remuneratively.

FUR TRADE DEPARTMENT

The organization of the Company's Fur Trade in Canada has received the closest attention of the Board and the Canadian Committee. Many changes in administrative methods have been introduced and have been energetically put into execution by the Fur Trade Commissioner, Chief Factor Ralph Parsons. Stocks of merchandise have been overhauled. The inventories have been written down to current price levels, and systems of control have been instituted which will prevent the accumulation of excessive and unsuitable stocks in future. Changes have been made in the management of several districts; posts have been re-grouped so as to eliminate unnecessary district offices, and new district headquarters have been established in areas which were receiving insufficient supervision. Inspections both by the Fur Trade Commissioner and by the district managers have been carried out on a much increased scale.

TRANSPORT—WATER AND AIR

One of the most important parts of the Fur Trade organization is transport. In the Autumn of 1931 the S.S. *Baychimo* was caught in the ice in the Western Arctic and abandoned. There was fortunately no loss of life and the vessel was fully covered by insurance.

The S.S. *Baynain* has recently been sold. The Company now owns one ocean-going steamer. There are, in addition, a large number of coastal and river vessels and other craft. The advantages of employing aeroplanes are being closely studied. Northern Canada appears to offer a favourable field for the development of this form of transport and the Company is already utilizing it to an extent which has passed the experimental stage. During the present season it has employed air transport on sixteen routes.

ORGANIZATION AND PERSONNEL

Since the last General Court, many important changes have been made. The general plan of administration adopted—decentralization with greater responsibility placed on those in charge at the place of operation—follows generally the lines indicated by the Governor in his speech on that occasion.

In order that the effect of these changes may be appreciated, the methods of administration in Canada as they existed up to some eighteen months ago may be summarized. At Winnipeg there was an advisory committee without executive powers. The Company had no general manager or other chief executive in Canada and the heads of the four departments communicated direct with the Governor and Committee in London. Since September, 1930, the Canadian Committee has become an administrative committee charged with the control of the Company's affairs in Canada. During the Governor's visit to Canada, arrangements were made which, in the opinion of your directors and the Canadian Committee, will enable the latter to administer freely on the spot the operations of the Company in Canada, while the Governor and Committee in London retain adequate control of policy and finance.

One of the most serious problems with which the Board is faced is the provision and the training of an efficient staff of managers and employees. Steps are now being taken for the systematic training of members of the staff in order to fit them in due course for responsible positions, and it has been made clear that the Company's policy is to promote from within wherever possible.

The Board placed on record their appreciation of the manner in which the Canadian Committee have co-operated with them, and it is recognized that they have accepted a very heavy responsibility in consenting to become, at a time of unexampled economic stress, the first Canadian Committee to undertake the administration of the Company's affairs in Canada.

The Board have had the principal recommendations of the special committee of proprietors before them, and most of these recommendations have already been put into operation.

At the General Court the Governor supplemented the report by an address to the proprietors, the main points of which were as follows:

Now, having dealt with the accounts, I would like to tell you something of our work since our meeting in July. The period has been one of great activity, working in a world where conditions have been going from bad to worse. But in spite of all we are satisfied we have made progress.

As I told you last year, I decided that the first thing to do was to go myself and make a thorough examination of your affairs on the spot. And so, after the General Court, I left for Canada.

I first visited the eastern cities of Montreal, Ottawa and Toronto, and then went straight to Winnipeg, which is, as you know, our headquarters in Canada.

In Winnipeg I met Colonel Karslake, who had preceded me and who had made a complete tour of the chief centres of activity in the West as far as the Pacific Coast. I therefore had a valuable opportunity of going into matters with him and getting his impressions.

As you will readily imagine, there were many questions to settle with the Canadian Committee, and, moreover, I had a great number of problems to study and situations to understand. Thanks to the very complete control which is now established by the Canadian Committee and the General Manager and the rapidity and accuracy with which facts and figures are assembled at headquarters, this task was made much easier for me than I could have hoped for.

After settling certain urgent questions with the Canadian Committee, I decided to make a complete tour of Western Canada, embracing every point where we have large interests.

We travelled, as you can imagine, great distances and our work was intensified. But we succeeded in studying at every point our interests in the stores, the wholesale department, the fur trade district offices, fur purchasing agencies, our landed properties of all descriptions, our oil company and the offices and depots of our subsidiary companies.

I was able, personally, to explain to all our executives the situation as I saw it and to impress on them the policies which the Canadian Committee are putting into force.

Moreover, I made a point of getting into personal touch with every member of our organization, although, of course, that was not possible in the case of the men in the far-off fur posts.

I was able, as I have said, to meet the whole of our staffs and I explained to them as clearly as I could the exact position of the Company and how it affected them. I believe in being perfectly frank with the staff, for they are the men and women on whom the Company depend, and, if you tell them the position with all its difficulties, if they understand exactly what they are up against, you can be sure they will respond. And believe me, gentlemen, they are responding.

The only people in the Company whom I have not met personally are the men at the fur posts. But I was able to broadcast an address to them explaining the position to them and telling them what was expected of them, just as I had done to their colleagues in the other departments.

During my western visit, I was able, through the good offices of Mr. Allan, to meet many of the leading citizens of each city in which we stayed. These contacts were of great value to me, for they allowed me to meet the men who are building up the destinies of the West and to learn of conditions at first hand from them.

As a result of my tour of inspection and numerous conferences with the Canadian Committee and the General Manager, it was perfectly evident that the two most serious problems which we had to face were an extravagant administration and a disheartened staff.

As you are aware, the Canadian Committee were given control of the administration in Canada only at the end of 1930.

But at this juncture the unfortunate dissensions among the shareholders reached such a pitch that it was impossible for the Canadian Committee to ascertain what policy the proprietors wished them to follow.

Let me quote to you what I told you at the last General Court: "I want to say this to you with all the gravity and all the seriousness at my command. If you allow this agitation to go on you are damaging your interests seriously and perhaps permanently."

Well, ladies and gentlemen, when I arrived in Canada, it was evident that my fears were only too completely justified. But with the unanimous mandate which the proprietors had given to the reconstituted board the position was changed.

With the Canadian Committee and the General Manager I was able to apply myself to the rectification of these serious conditions which I have described. I would here like to pay a tribute to the General Manager and our managers. In the short time which has elapsed since then they have made good progress, but in matters such as these time and patience are required.

On my return to London we at once tackled the problems which faced us here. We have now created the machinery for keeping the Board regularly and promptly informed so that it may exercise the necessary control over policy and finance. A managerial organization is being built up by which the executive officials, charged with full responsibility, are at work on schemes for the improvement of our operations. Simultaneously we are putting into execution drastic measures of economy.

I am myself in daily contact with the officials of the Company, and I have at my right hand the Deputy Governor, Sir Alexander Murray. The wide experience of the members of our Board is always at our service. Although our schemes of reorganization and economy are not yet complete, I am glad to say that, owing to the energy and determination of our officials, they are well advanced.

In our report we have dealt fully with the questions of organization and personnel.

You can see for yourselves that this has been a period of hard work. It has also been a period of revolution—revolution in policy, followed by revolution in operations.

In human affairs we are apt to exaggerate the importance or difficulties of the times in which we live, but we must not forget that throughout our long history this Company has been no stranger to bad times. In the past it has had to face adversities and crises. And always the old Company has emerged to ever fuller and greater activities. We are in the midst of a crisis today. But we do not bemoan this fact. We shall see it through. And I say this with all the more confidence because I now have the benefit of knowing personally the mettle and the calibre of our principal men.

It is a matter of great regret to us that so many of our staff have had to be dispensed with. But it was inevitable. There was no other way. Those who remain are doing well. They are working under great pressure and in depressing conditions. The figures before you do not indicate any great improvement. Nevertheless, I am satisfied that in the administration of your properties very definite improvements are being made.

You will readily understand why I lay such stress on these matters of staff organization. Let there be no mistake about it. The future prosperity of this Company rests on the shoulders of those thousands of men and women who make up our managers and staffs. The directors may point the way, but it is those people who will carry the old Company back to prosperity.

I am returning to Canada again before long, and I hope I may take with me a message of thanks and encouragement from you all assembled in this room.

I would like to express my appreciation and that of the Board and the Canadian Committee to Mr. Chester, the General Manager in Canada, to Mr. Stacpole, the London Manager here, and to their executives and staffs for the admirable way they are facing and overcoming their difficulties. They will have more to face before we are through, but I have complete confidence in their determination and ability to win out.

And now, ladies and gentlemen, I hope I have given you a clear picture of the present state of the Company's affairs—the problems we have to solve and the way we are solving them. But to complete the picture you must visualize the economic conditions under which we are working. In our report we set out very fully the general conditions of Western Canada and show the effects of wheat prices and taxation on that country.

Enough has been said to indicate clearly the serious position which has to be faced. In common with almost every other part of the world, the economic situation has shown a progressive deterioration, and it is not possible to say that this process has ceased. Efforts to retrench are being made by the authorities in Western Canada, but it is certain that only with full recognition of the true position of affairs can those steps, which are vitally necessary, be taken.

While the immediate prospect is not bright, we do not forget that Canada is a land sparsely populated but with great areas of fertile soil, with great mineral wealth, and, in a word, blessed with those natural resources which we have been taught to believe never fail sooner or later to bring abundant prosperity.

Moreover, we can remember with confidence that the people of Canada are of that same stock which, both in Great Britain and Australia, has shown the world that they need only have the true position placed clearly before them to face facts and take the necessary measures, however drastic, to deal with them.

In times like the present no one will expect me to prophesy. You have seen that the business outlook for 1932 is rather worse than in 1931. On the other hand, the economies and methods of administration which we have introduced will undoubtedly show results. But you must not expect that these results will be sufficient to prevent further loss. You must be prepared for that. Neither the world nor this Company can be brought back to prosperity in a day.

But my last words to you are these: I am confident that the work of restoration of the fortunes of this great Company has been well begun. We know that we have your support. With that support I promise you that we will continue our work with unflagging determination.

On being put to the meeting, the resolution for the adoption of the report and accounts was, on a show of hands, declared carried unanimously.

The meeting closed with a hearty vote of thanks to the Governor, the Canadian Committee, management and staffs in London and Canada for their strenuous and hard work on behalf of the proprietors.

HUDSON'S BAY COMPANY BALANCE SHEET AT 31st JANUARY, 1932

LIABILITIES

	£ s d	£ s d	£ s d
Capital Authorized—			
3,000,000 Ordinary Shares, £1 each		3,000,000 0 0	
400,000 5% Cumulative Preference Shares, £5 each		2,000,000 0 0	
		£5,000,000 0 0	
Capital Issued and Fully Paid—			
2,492,224 Ordinary Shares, £1 each		2,492,224 0 0	
400,000 5% Cumulative Preference Shares, £5 each		2,000,000 0 0	
			4,492,224 0 0
General Reserve Accounts—			
Share Premiums Account		3,092,027 15 8	
Less Appropriations per Report		778,302 16 8	
		2,313,724 19 0	
Capital Reserve Fund set aside under Clause 9 of Supplemental Charter of 1912	£623,000 0 0		
Added 1931-1932	6,847 16 9		
		629,847 16 9	
Saleshops Extension Account	271,778 4 1		
Less Appropriated against Land Account Deficit	75,101 18 9		
		196,676 5 4	
			3,140,249 1 1
Specific Reserve Accounts—			
Insurance		150,000 0 0	
Officers' and Servants' Pensions		275,000 0 0	
Provident and Welfare		25,000 0 0	
			450,000 0 0
Buildings, etc., Depreciation Account—			
Balance 31st May, 1931		762,960 0 0	
Added to 31st January, 1932		199,588 0 3	
			962,548 0 3
London Premises Redemption Account			1,767 10 0
Creditors, Accrued Charges, Underwriting Surplus, Provision for Contingencies and for Loss on Buildings to be demolished			1,098,244 9 3
			£10,145,033 0 7

ASSETS

	£ s d	£ s d
Land, Buildings and Equipment in Canada at cost, *less* amounts written off	5,463,240 11 4	
Freehold and Leasehold Premises in London at cost (of which £629,848 represents investment of Capital Reserve Fund *per Contra*)	993,714 19 7	
Ships and Steamers at cost *less* Depreciation	53,416 11 6	
Shares in and Advances to Subsidiary, Associated and Other Companies, at cost, *less* amounts written off and Reserve	228,302 0 3	
Total Fixed Assets (exclusive of Land Department)		6,738,674 2 8
Merchandise in hand and in transit as valued by the Company's Officials, *less* Reserve	1,920,014 11 2	
Debtors (*less* Reserve), Payments in Advance etc.	733,531 12 6	
Cash—Net Balance at Bankers, on Deposit, and in hand	294,338 16 0	
Treasury Bills	216,940 4 2	
Total Current Assets		3,164,825 3 10
Net Advances to Fur Trade Department since 31st May, 1931, on account of next season's Trade		239,766 4 1
London Premises Redemption Policies—Premiums paid		1,767 10 0
Land Department—		
Assets not brought into account (see Report)		
Unsold Lands vested in the Company, 2,086,786 acres		
Outstanding Instalments in respect of Lands sold, £2,245,980		
		£10,145,033 0 7

NOTES—

(1) The Accounts of the Fur Trade Department, in accordance with the usual practice, are incorporated in this Balance Sheet as at 31st May, 1931, being the latest date to which the results of that Department are ascertainable.

(2) The Preference Dividend has been paid to 31st May, 1930.

(3) There are Contingent Liabilities in respect of uncalled Capital and in respect of Bank Overdraft of a Subsidiary Company.

(4) Conversion of Assets and Liabilities in Canadian Currency to Sterling has, as usual, been made at par rate of $4.866. Had the current assets less liabilities in Canada been converted at the rate ruling on 31st January, 1932 ($4), there would have been a substantial unrealized surplus.

AUDITORS' REPORT TO THE PROPRIETORS

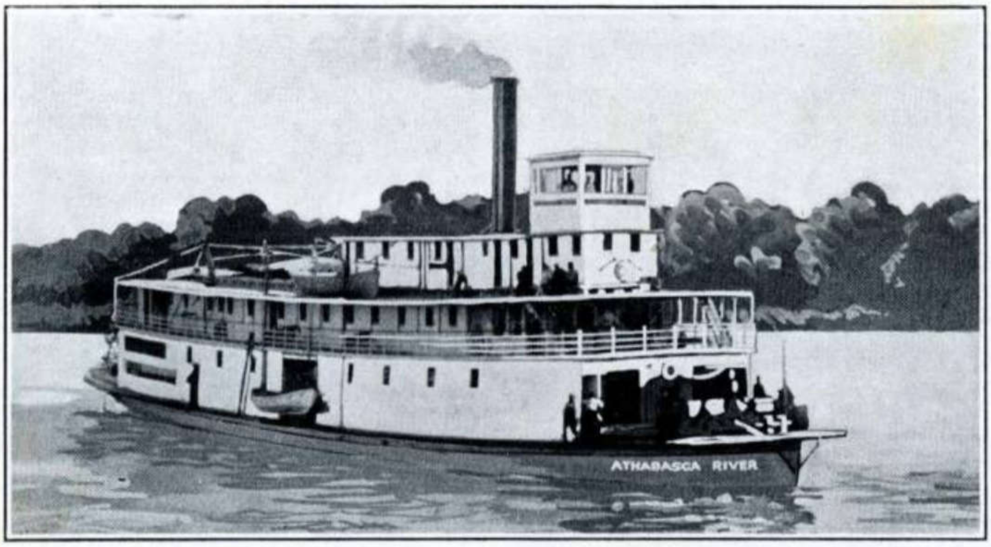
We have examined the above Balance Sheet with the Books of the Company in London and with the Audited Accounts received from Canada and have obtained all the information and explanations we have required. In our opinion the Balance Sheet, with notes thereon, is properly drawn up so as to exhibit a true and correct view of the state of the Company's affairs according to the best of our information and the explanations given to us and as shown by the books of the Company in London and the audited accounts received from Canada.

5 London Wall Buildings, E.C.
7th April, 1932.

DELOITTE, PLENDER, GRIFFITHS & CO., *Auditors,*
Chartered Accountants.

TO THE ARCTIC

A Summer Trip Through Canada's Northwestern Waterways in Thirty-five Days



EDMONTON TO AKLAVIK (Mackenzie River delta) and return—3922 miles journey, approximately thirty-five days travelling.

Passenger schedule (subject to change)—Leave Edmonton June, July and August. (The trip in July may be as far as Fort Norman only.)

SHORTER HOLIDAY TRIPS

For those who cannot spare the time to make the trip to Aklavik, the following shorter trips can be made:

1. From Waterways, Alberta, to Fort Smith, N.W.T. Round trip, 606 miles Time required, seven days.
2. From Waterways, Alberta, to Stoney Rapids, Lake Athabasca. Round trip, 824 miles. Time required, seven days.
3. From Waterways, Alberta, to Rae, Great Slave Lake. Round trip, 1375 miles. Time required, fourteen days.
4. From Peace River, Alberta, to Hudson's Hope or Fort Vermilion. Round trip, 500 miles. Time required, seven days.

SPECIAL ROUND TRIP TICKETS

Including Meals and Berths on Boats

Between Waterways and	Boat Only	*North by Plane South by Boat	*North by Boat South by Plane
Fort Smith	**$ 50.00**	**$ 84.00**	**$ 75.00**
Resolution	**90.00**	**135.00**	**120.00**
Fort Rae	**140.00**	**205.00**	**195.00**
Fort Norman	**200.00**	**352.00**	**330.00**
Aklavik	**325.00**	**530.00**	**500.00**

*By arrangement with Canadian Airways Limited, combined boat and air round trip tickets are issued at above rates. These tickets enable passengers to travel one way by air and one way by boat.

For further information apply:

MANAGER MACKENZIE RIVER TRANSPORT
Hudson's Bay Company
Beaver House, Edmonton, Alta.
Agencies: Waterways, Alta.; Fort Fitzgerald, Alta.; Fort Smith, N.W.T.

Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

FORT
GARRY

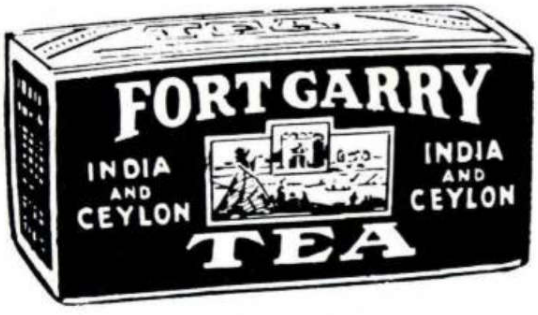
*A Name
To Conjure with!*

FORT GARRY
VACUUM PACKED
VACUUM PACKED
COFFEE

In the old Fur Trading days, **FORT GARRY** stood Four Square. It signified Stability, Good Government, Law and Order, Safety.

FORT GARRY represented the business and social activity of the West.

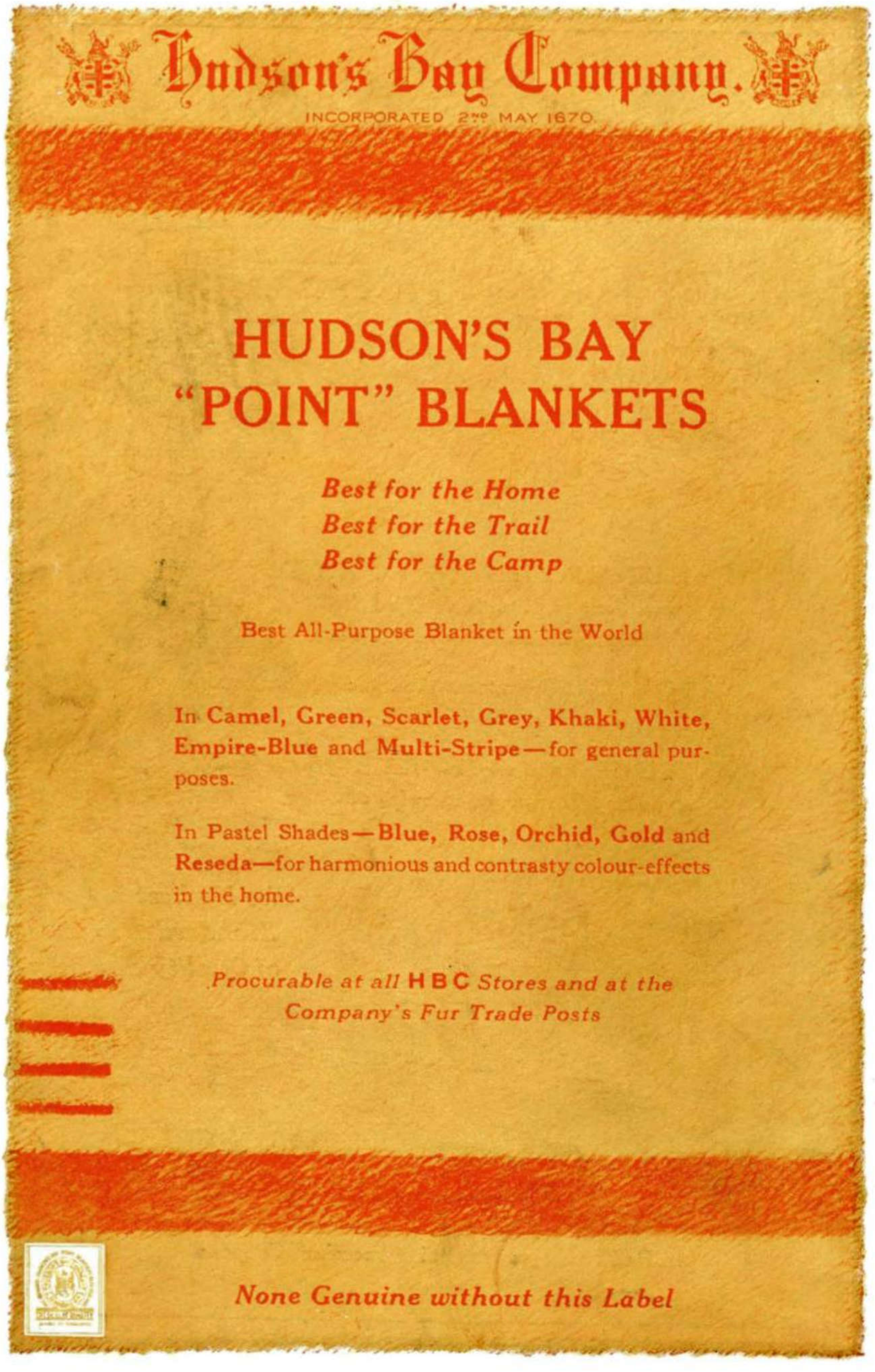
Today, that name **FORT GARRY** is the Hudson's Bay Company guarantee of


FORT GARRY
INDIA AND CEYLON
INDIA AND CEYLON
TEA

*The Highest
Standard
of Quality*

FORT GARRY TEAS AND COFFEES
ARE UNEXCELLED

In Red Packages containing Premium Coupons



Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

HUDSON'S BAY
"POINT" BLANKETS

Best for the Home
Best for the Trail
Best for the Camp

Best All-Purpose Blanket in the World

In **Camel, Green, Scarlet, Grey, Khaki, White, Empire-Blue** and **Multi-Stripe**—for general purposes.

In Pastel Shades—**Blue, Rose, Orchid, Gold** and **Reseda**—for harmonious and contrasty colour-effects in the home.

Procurable at all **HBC** *Stores and at the Company's Fur Trade Posts*

None Genuine without this Label